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FALL, 1935, GARDEN BOOK

THE J. D. LONG SEED COMPANY
BOULDER • COLORADO

IRISES from "Top of the World"

ONE of my specialties is the Iris. Out here "Where the West Begins," the mile-high altitude, the dry air, the abundant sunshine—all combine to produce clean healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

PLANT IRIS NOW, in September and October, the sooner the better, for fine blooms next spring. I shall probably not offer Iris roots in spring any more. Summer and fall best time to plant.

All Iris roots prepaid in U. S. A. and Canada. Other countries, add 5c each for extra postage and special packing. Prices are per each, standard divisions. Cash with order.

Each Iris Root Plainly Labeled
(S means Standards; F means Falls.)

Alta California	Delightfully different yellow, faintly bronzed, large firm blooms.....	\$3.00
Ambassadeur	S, bronzy violet. F, red-purple.....	.15
Anna Farr	White, bordered blue.....	.15
Ann Page	Large lavender self. Fragrant.....	.25
Antares	S, soft cream. F, white dotted blue.....	.20
Arcturus	S, light yellow. F, dahlia purple.....	.20
Argos	S, blue-mauve. F, reddish, shading to blue.....	.30
Asia	A silvery lavender and violet blend, flushed gold.....	.25
Black Prince	S, intense violet. F, black-purple.....	.15
Black Wings	Intense deep blue, appearing almost black. Large. Fragrant.....	2.00
Blue Banner	S, light blue. F, blue, edges lighter.....	.50
Blue Velvet	Rich deep blue of heavy substance, suggesting dark blue velvet.....	1.00
Bourem	S, Bordeaux red. F, violet, shaded garnet-red.....	.30
Brandywine	S and F, pale blue.....	.15
Bruno	S, bronze, tinted lavender. F, velvety wine-purple. Large.....	.15
Buechley's Giant	Immense light blue. Grand.....	1.50
Buto	S, royal purple. F, dark violet. Large. Early. Free bloomer....	.40



The lovely Frieda Mohr Iris as it grows in my Mile High gardens.

Frieda Mohr One of the largest and finest. S, light lilac-pink. F, deep lilac-rose. If you haven't seen Frieda Mohr, then "you hain't seen nuthin' yet" in Iris. The flowers measure 6½ inches from the top of the standards to the tip of the falls and 6 inches horizontally. The plants average 50 inches in height. The flower substance is heavy, the branching rather high and well spaced, the growth vigorous. Locust perfume. **Extra strong divisions**\$0.30

FRIEDA MOHR SPECIAL. Good divisions of this super Iris, but not so large as the 30c roots offered above. Special price, 20c, 6 for \$1.00, prepaid.

Candlelight	Light pinkish lavender, illuminated with a rich golden glow.....	.20
Cardinal	S, lavender-rose. F, dark velvety red-purple.....	.25
Cassandra	S, rose-violet. F, crimson.....	.25
Cassiopee	Ageratum blue. F, blue, edged gray.....	.25
Clara Noyes	Blend of peach and apricot tones.....	1.25

Claude Aurea	S, golden yellow. F, russet brown....	\$2.00
Conquistador	Lavender-violet. Tall, large.....	.20
Coppersmith	S, crimson-purple F, copper-red.....	.30
Dauntless	Another new, large near-red	1.00
Depute Nomblot	Magnificent. S, copper-red. F, claret-crimson. Immense blooms....	1.00
Desert Dawn	A glorious rich yellow and laven- der blend.....	2.00
Doxa	S, creamy blend. F, cream, flushed chestnut.....	.30
Dr. Chas. Mayo	Lovely laven- der-pink25
Dream	Beautiful lilac-pink. Depend- able and pleasing.....	.15
Duke of Bedford	S, deep violet. F, violet-pur- ple, velvety and brilliant. Splendid.....	.15
Edgewood	Tall, large, pink bi-color with orange beard.....	.40
El Capitan	Giant flowered bluish violet of heavy sub- stance50
Elizabeth Egelberg	S, pink and laven- der blend, with gold throat and beard. F, lustrous mauve, strongly shaded pink	.25
Eloise Lapham (New)	Lovely ruffled flesh pink. Free bloomer.....	1.00
Etoile Du Matin	S, sulphur yel- low, dotted brown. F, blue, veined maroon.....	.25
Flammenschwert	S, light golden brown. F, crimson maroon, edged yellow.....	.25
Folkwang	S, light rose-pink. F, deep rose carmine.....	.20
Fra Angelico	S, light bronze gold. F, overlaid blue....	.20
Germaine Perthuis	Mulberry purple...	.40
Glowing Embers	S, tan, violet. F, red.....	.25
Gold Imperial	Chrome yellow. Orange beard.....	.25

Grace Sturtevant The most outstanding of all rich brown Iris. S, brownish purple. F, deeper and so velvety that appear almost black in certain lights... .50

Imperator	Rose-red self, overlaid bronze30
Indian Chief	S, violet-red. F, deep glowing velvety red.	.60
Iris King	S, old gold. F, garnet- brown edged yellow.....	.15
Isolene	S, rose-pink. F, purple-rose. Frieda Mohr better.....	.15
Jean Cayeux	New French Iris. Beautiful blending of Havana or coffee-brown and gold....	12.00
Kansas	S, Chinese violet, shaded lilac. F, light purple-violet.	.20
Kochii	Very early purple self15
Labor	Luminous reddish violet, suf- fused with a coppery glow....	.30
Lady Byng	Clear lavender self, suffused rose. Good...	.25
La Neige	Pure white French, un- like others. Fine.....	.15
Lent A. Williamson	Lavender- violet15
Lord of June	S, lavender. F, vio- let-blue. Large....	.15
Los Angeles	Very large white, faintly marked blue	.60
Majestic	Light lavender and raisin purple30
M. A. Porter (New)	Very large and robust. S, dark blue. F, still deeper violet-blue	1.00

Marjorie Tinley Blue toned lav-
ender\$0.25

Meldoric Said by a noted Iris spe-
cialist to be the finest
dark Iris in existence. The flowers are
blue-black in effect, very large. Sold
out, except for collections.

Midgard	Lovely combination of pink and yellow.....	.25
Ministre Ferdinand David	S, silky red-purple. F, dark red-purple. Sold out, except for Collections.	
Mirasol	Large golden yellow flow- ers, well formed.....	.40
Monterey	S, soft violet, shaded red. F, velvety bronze-red....	.40
Morning Splendor	S, petunia violet. F, crimson or wine color. Large.....	.25
Mother of Pearl	Pearly laven- der20
Mount Royal	S, deep blue. F, pansy violet. Large	.40
Nene	S, lilac. F, wine red. Gigantic plant and immense flowers....	1.25
No-we-ta	Exquisite melting creamy pink of Midgard type....	2.50
Numa Roumestan	Both S and F garnet...	.50
Omaha	Combination of coppery pink and brownish cinnamon....	.40
Opaline	Soft pink and yellow blend- ed. Tall.....	.50
Opera	S, pansy violet shaded brown- ish violet. F, violet-purple..	.25
Ophelia	A blend of warm orange, cream, mauve, bronze.....	.30
Orion	S, violet. F, darker.....	.40
Oriflamme	S, light blue. F, deep violet. Edges waved..	.15
Pallida Dalmatica	Light blue15

Peaches Striking blend of peach,
apricot and orange. Simi-
lar to Clara Noyes, but lighter..... 1.00

Peerless	S, violet blue. F, pansy violet.....	.40
Persia	S, smoky blue. F, bright blue.....	1.00
Pink Satin	Clear light pink, uni- form. Flowers large, with satiny sheen.....	1.50
Pluie D'Or	Large golden yellow with orange beard.....	.50
President Pilkington	A blend of pure buff, S and F of lavender-blue.....	2.00

Rameses Blend of henna, brown,
yellow and old rose. Win-
ner of Dykes Medal..... 1.00

Red Dominion	Garnet red. Standards a shade lighter than the falls.....	3.00
Refulgence	S, light violet-blue, with bronze shading. F, deep violet-purple. Veined throat...	.30
Romola	S, light lilac. F, red-violet.....	.30
Rosado	Lovely clear, soft pink. Tall, good25
Rose Madder	Brilliant rose-mad- der30
Rubeo	S, deep rose. Falls deep maroon	3.00
Sacramento	S, white heavily edged red-purple. F, reticulated with same color. Unusual..	.80
San Diego	Immense blooms of velvety blue-purple....	.60

San Francisco Both standards and falls white, edged lavender. Tall stems, branching low and wide like a candelabra, carry these very large and beautiful blooms. Winner of Dykes Medal. It's fine.....\$0.50

San Gabriel Early pink-lavender. Large..... .25

Santa Barbara Violet blue self, large and fine.... .15

Selene Extra large pure white of thick substance. Hardy..... 1.00

Sensation Gigantic cornflower, blue self..... .60

Sequoiah Similar to Bruno. Larger50

Sir Michael S, lavender. F, purple, suffused red..... .50

Snow White Beautiful white. Soft green throat..... .40

Sonoma Standards and falls an attractive yellow. Tall..... .20

Souv. de Loetitia Michaud Lobelia blue, shading to lighter blue.... .30

Souv. de Mme. Gaudichau Deep velvety violet. Better than many new high priced varieties. Extra good.. .20

Susan Bliss Nice rose-pink. Edges frilled..... .20

Sweet Lavender S, lavender. F, deep rose-lavender. Ruffled. Fragrant..... .15

Titan S, light blue-violet. F, violet-purple25

True Charm White, edged with blue-lavender20

True Delight White, edged with pure rose-pink..... .30

Watteau S, campanula violet. F, violet-purple. Unusual... .25

White Knight A pure white of good size..... .20

Winnishiek Fine large Iris of deepest blue, which does not fade. Petals of firm substance and daintily frilled. Has a fine future... 1.50

Wm. R. Dykes Gigantic early yellow, lightly flecked violet. Slightly crinkled.....\$2.00

Zaharoon Unusual blend of amber, buff, yellow, fawn and light violet. Large and vigorous plant.. 2.00

Zua Early lilac-white with crinkled edges. Fragrant. A novelty..... .25

Larger Lots for Less

Your own selections, either one or more of a variety and as many varieties as you want in any certain price class, or all one variety. Each plainly labeled, and prepaid.

ALL 15 CENT VARIETIES: (4 for 50c) (9 for \$1.00) (20 for \$2.00)

ALL 20 CENT VARIETIES: (3 for 50c) (7 for \$1.00) (13 for \$2.00)

ALL 25 CENT VARIETIES: (2 for 45c) (5 for \$1.00) (12 for \$2.00)

ALL 30 CENT VARIETIES: (2 for 55c) (4 for \$1.00) (10 for \$2.00)

ALL 40 CENT VARIETIES: (2 for 70c) (5 for \$1.50) (10 for \$2.60)

ALL 50 CENT VARIETIES: (2 for 90c) (5 for \$2.00) (10 for \$3.60)

ALL 60 CENT VARIETIES: (2 for \$1.00) (5 for \$2.00) (10 for \$3.90)

ALL \$1.00 VARIETIES: (2 for \$1.60) (5 for \$3.50) (10 for \$6.50)

“CCC”

Colorful Colorado Collection

30 Super Irises for \$16.00

BLUE BANNER
BLUE VELVET
BUECHLEY'S GIANT
CLARA NOYES
COPPERSMITH
DEPUTE NOMBLOT
DESERT DAWN
DR. CHAS. MAYO
EL CAPITAN
FLAMMENSCHWERT
FOLKWANG
FRA ANGELICO
FRIEDA MOHR
GRACE STURTEVANT
INDIAN CHIEF

LOS ANGELES
MELDORIC
MONTEREY
OMAHA
PEACHES
PERSIA
PINK SATIN
PLUIE D'OR
RAMESES
RED DOMINION
SACRAMENTO
SAN DIEGO
SAN FRANCISCO
SENSATION
WM. MOHR

Study the list. What class!

One each of these colorful and outstanding varieties for only \$16.00, prepaid. Each variety plainly labeled. This is my **SUPER-SPECIAL** for summer and fall, 1935. Please don't ask for any changes in the list. Price so special that you can give away some you don't need, and still have extra good value.

NOTE: Show this offer to your flower friends. Maybe you can get several of them to "chip in" with you, then divide the roots and the expense. In year or two you will have enough increase so each one can own the entire collection when you divide and reset the clumps you will have from these divisions. "Take a tip from me—J. D."



This world famous Iris, Wm. Mohr, is one of the "must haves." Gigantic, yet beautiful.

Wm. Mohr Gigantic flowered lilac, veined purple. Plant small, but flowers immense. Wm. Mohr is one of the most amazing, sensational, pleasing and satisfactory Irises ever originated. Nothing else like it. It naturally makes small roots.....\$0.50 (No more Wm. Mohr to offer at wholesale this year.)

“J. D. Sez, Sez 'e”

If my Iris Collections don't happen to be just what you need, do this: Get some others to take such kinds they want and you do not need. Reason I can make the very special prices on Collections is by listing as part of the Collection some kinds that I am lucky to have in good large supply.

"Mile High" Collection

28 Favorites for \$4.00, prepaid
(Each Iris Labeled)

Ambassadeur	Mother of Pearl
Anna Farr	Ophelia
Antares	Oriflamme
Arcturus	Refulgence
Asia	San Francisco
Brandywine	San Gabriel
Candlelight	Santa Barbara
Dream	Sonoma
Duke of Bedford	S. L. Michaud
Frieda Mohr	S. M. Gaudichau
Gold Imperial	Susan Bliss
Kansas	Sweet Lavender
Lady Byng	Watteau
Morning Splendor	Zua

NOTE: These Irises are the cream of inexpensive varieties. Many sold for \$2.00 to \$4.00 each only a few years ago, and still compare well with some priced today at \$1.00 or more.

\$3.00 Iris Collection

Coppersmith	Peaches
Blue Velvet	Pluie d'Or
Grace Sturtevant	Rameses
Midgard	San Francisco
Monterey	Zua

One each, labeled, for \$3.00, prepaid.

\$5.00 Iris Collection

Blue Velvet	Peaches
Frieda Mohr	Rameses
Grace Sturtevant	Refulgence
Los Angeles	Sacramento
Midgard	San Francisco
Monterey	Sonoma
Omaha	Wm. Mohr

One each, labeled, \$5.00, prepaid.

\$7.00 Iris Collection

Blue Banner	Peaches
Blue Velvet	Persia
Buechley's Giant	Pink Satin
Desert Dawn	Pluie D'Or
Coppersmith	San Francisco
Frieda Mohr	Wm. Mohr

One each, labeled, \$7.00, prepaid.

\$9.00 Iris Collection

Blue Velvet	Pres. Pilkington
Clara Noyes	Rameses
Meldoric	Red Dominion
Pink Satin	Sensation
Pluie D'Or	Winnishiek

One each, labeled, for \$9.00, prepaid.

\$20.00 Iris Collection

Alta California	Pink Satin
Black Wings	Red Dominion
Desert Dawn	W. R. Dykes
Jean Cayeaux	Wm. Mohr
Meldoric	Zaharoon

Ministre Ferdinand David

One each, labeled, for \$20.00, prepaid.

"Lucky 13" Iris Mixture

"The mosta of the besta for the leasta."

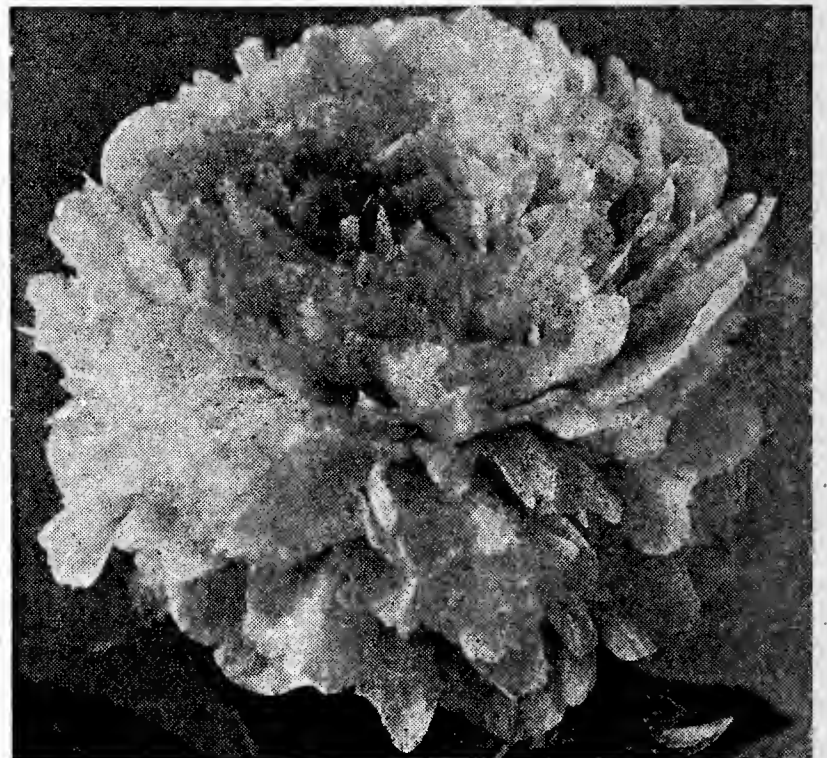
My selection of varieties. None labeled. Good assortment of colors. Splendid varieties.

The 13 divisions, \$1.33, prepaid.

Wholesale Iris List

Commercial growers, dealers and other large users of Iris please write for quantity prices f. o. b. Boulder.

Long's Double Peonies



For Delivery Any Time After September 1st
Standard 3 to 5-eye divisions. Prepaid

AVALANCHE. Large ivory white.....	\$0.40
EDULIS SUPERBA. Rose-pink. Early...	.40
ELWOOD PLEAS. Large shell pink.....	.40
FRANCES WILLARD. Creamy white....	.80
GENE S. PORTER. Large fine white.....	1.25
H. L. RICHARDSON. Late red.....	2.00
JUBILEE. Immense white.....	.60
KARL ROSENFELD. Rich crimson.....	.40
LA FEE. Giant rose-pink.....	1.25
LE CYGNE. Famous white.....	1.50
LONGFELLOW. Snappy red.....	.60
MAJESTIC. Rose-pink, even tone.....	2.50
MARTHA BULLOCK. Large rose-pink...	1.00
MARY W. SHAYLOR. Shell pink.....	.50
MONS. M. CAHUZAK. Maroon-red.....	1.00
MRS. EDWARD HARDING. Pure white.	1.25
NIMBUS. Lovely large white.....	1.25
OCTAVIE DEMAY. Early light pink....	.50
OFFICINALIS RUBRA. Earliest red....	.50
OPAL. Opal pink.....	.80
OZONE. Good early light pink.....	.80
PHILIPPE REVOIRE. Very dark crimson	1.00
PRES. WILSON. Large rose-pink.....	2.50
RENIE HORTENSE. Soft rose-pink....	.60
RICHARD CARVEL. Bright early crim-	
son60
SARAH BERNHARDT. Apple blossom...	.70
SOLANGE. Novelty. Soft pink-cream	
suffused Havana brown. Clean, healthy	
stock, true to name. Special price.....	.60
THERESE. Enormous pink.....	.80
WALTER FAXON. Bright rose.....	.90

Quantity Peony Prices Alike or assorted,
10 at 10% discount. 15 at 15% discount. 20
at 20% discount. 25 or more at 25% dis-
count. Prepaid.

Wholesale Peony List

Dealers and other large buyers of Peony roots write for quantity prices of Peonies priced f. o. b. Boulder.

Peony Collections

All standard 3 to 5 eye roots, each labeled.

\$4.00 Peony Collection

Nimbus	Karl Rosenfield
Opal	Octavie Demay
Elwood Pleas	Officinalis Rubra
Frances Willard	Sarah Bernhardt
Jubilee	Solange

One each of these 10 for \$4.00, prepaid.

\$5.00 Peony Collection

Elwood Pleas	Octavie Demay
G. S. Porter	Nimbus
Jubilee	Officinalis Rubra
La Fee	Sarah Bernhardt
Longfellow	Solange

One each of these 10 for \$5.00, prepaid.

\$7.00 Peony Collection

Elwood Pleas	Le Cygne
Gene Stratton Porter	Mrs. Edw. Harding
Martha Bullock	Ozone
Mary W. Shaylor	Philippe Rivoire
Mons. Martin Cahuzac	Solange

One each of these 10 for \$7.00, prepaid.



Fragrant Freesias

Prepaid.

Very beautiful, graceful and delightfully fragrant.

Culture. Pot the bulbs in September or October for best results. Set the pots in cool place for a few weeks or more. Then place in or near window. If plants quite tall, use small sticks and twine to fence them in. Early potted bulbs bloom for Christmas.

White Purity Strain. (10 for 30c) (25, 60c) (100, \$2.00).

Rainbow Mixed. Colored Freesias in mixture. (10 for 35c) (25, 70c) (100, \$2.50).

GOLDEN DAFFODIL FREESIAS. New, rich golden yellow. (10 for 40c) (25 for 80c) (100, \$2.80).

How to Plant Fall Bulbs

Outdoor Prepare the ground well. Plow or spade it about 8 inches deep. Don't use any manure in the bulb soil in such a way that the fertilizer comes in direct contact with the bulbs.

When to Plant. Tulips, hyacinths and narcissi may be planted any time from October till ground freezes. October or early November planting best so the bulbs make roots before winter.

Where to Plant. Most any place except in dense shade. Tulips thrive best and grow taller and larger in partial shade. Hyacinths not fussy about location.

How to Plant. Easiest and quickest way is to dig a trench 6 to 8 inches wide. Loosen the soil in bottom of trench. Fill in so the bulbs will be right depth when set in bottom of trench. Plant in single or double rows in trench.

Depth and Distance. Set tulips so the tops of the bulbs will be about 4 inches below level. Hyacinths and narcissi deeper—5 or 6 inches. **Set deeper in sandy soil than in heavy ground.** No rule for distance apart. Tulips 5 or 6 inches; Hyacinths and Narcissi 6 to 8. Plant Crocus bulbs 2 to 3 inches deep and 3 to 6 inches apart.

After Bulbs Are Planted. Give the ground a good soaking, then the job is done. In some sections it is well to mulch the beds for winter protection. Mulch after the ground is well frozen. The idea is to keep the frost in and not out. This discourages too early spring growth, also prevents breaking the roots or exposing the bulbs by alternate freezing and thawing. Any sort of trash, or manure, held in place with brush, cornstalks, tomato vines, poultry wire, etc., is good for the mulch. Remove early in spring.

Care in spring. Give beds cultivation and water. Water well about time they come into bud to get the large flowers.

After bulbs have bloomed they may remain in same place for several years. When do not bloom so well, dig up and reset. Tulips and Narcissi will have increased a good bit. The old or original bulbs split up and make many smaller bulbs. Usually some large enough each year to bloom, but sometimes not so, and you may fail to get blooms one season but will get them the next. Hyacinths do not increase much. Set the small Tulip and Narcissus bulbs out and they will come to blooming size in year or two.

When to lift bulbs. Let them remain in ground until tops nearly dried down. Then take up, store, spread out thin, in airy cellar or shed. Plant in October. Or may be left in ground until early September, and kept out only short time.

Indoor Paper Whites. Very easy to grow.

Almost nothing to it. Just set several bulbs in any old bowl, drop a few stones or marbles around the bulbs to hold them upright and in place, fill in with water to just about half way up the sides of the bulbs. Will bloom if kept in the living room from the start, but do better if set away about two weeks in cool, dark place until well rooted, then bring to light.

In potting Hyacinths, Narcissi and Tulips, use just good garden soil, with part sand if at hand. Don't use manure unless very well rotted and pulverized. Do not set bulbs deep in pots, like outdoors, but just cover them well. Be sure to give drainage, and water well after potting. Hyacinths and Narcissi easier to bloom indoors than the Tulips. **The big secret** of the whole matter is to set the potted plants away in a cool, dark place and leave them there long enough, keeping soil just damp but not muddy. The roots must be well developed, and lots of them, and tops well started before brought to light. Don't worry if tops are blanched like celery. They will turn green when exposed to light. You must not expect to have hardy Narcissi, Hyacinths and Tulips in bloom for Christmas. That is not their season. They need longer time. But for Christmas, use the Paper Whites.

When bulbs show lots of roots in bottom of pot, and tops are a few inches high, bring them to light, but keep them away from direct sunlight for awhile. This will draw up the foliage and stems and prevent those unsatisfactory short stems and small blossoms. Keep potted bulbs from gas heated rooms as much as possible.

When bringing pots from cellar, expose them to light and heat gradually.

Save bulbs from pots and set in the garden for outdoor blooming next year. But do not try to bloom them indoors two years in succession. Set these bulbs out in spring, or dry them off and set out in fall.

HOW TO GROW IRIS

Open Season for Iris. Iris may be reset any time when the ground isn't frozen. Best time is from midsummer to last of September so the roots become well established before winter.

The Iris increases by new shoots forming from eyes or buds at the sides of the division or "toe" planted. In most sections the new shoots make new divisions strong enough to be detached and reset by early July. But a few weeks additional growth before replanting is advisable. If you have Iris shipped in July or early August, **do not expect as large roots** as would be sent later in the season.

The main idea is to get the new Iris plants well established before winter. Many of the most satisfactory results I've ever had were from Sept. and Oct. plantings, while a big patch was set out late November and did splendidly. Of course, I hilled up and protected the late plantings.

Set roots 12 to 20 inches apart, according to room. The closer they are set, the sooner they will need to be taken up, divided and reset. Even 12 inches should bloom three years.

Cover the roots only an inch or so. They like to be near the surface. Tramp on the fleshy part of the root (the rhizome) and tramp hard, after it is planted. Keep watered for a few weeks until new growth starts. Don't worry if the small threadlike roots are dried up when planting. New roots will start at once from the rhizome. If no rains, see ground doesn't dry out too much.

Iris can't stand wet feet. Always see that no water stands on them. If soil is not sandy, then better raise the beds or rows before planting, so good drainage is insured.

If plant Iris late in fall, then cover lightly with brush, cornstalks, tomato vines, excelsior, or any coarse material until early spring. This is to prevent alternate freezing and thawing in winter. No protection after first winter needed. Remove covering early in spring.

I usually protect my late Iris plantings simply by throwing a ridge of soil over the rows with a small hand plow, shovel or hoe, covering everything. In this case I cut the tops back nearly to the rhizomes, planting more like bulbs than plants. Very important to pack soil firmly about the roots and see that they enter the winter in soil not dried out, though much moisture not needed or desirable. Level the soil early in spring.

To guard against pests and diseases I go over the Iris that have been planted a year or more, and with big shears cut tops off close to the ground LATE in fall. Haul off tops and burn them, using kerosene.

Or, during a dry spell in winter, after tops are brown and dry, run over the rows or hills with fire. If rows run so wind sweeps lengthwise then often one can burn the whole row by touching a match to one end of the row on a windy day.

Another plan is to use a swab—an old sack tied to a stick—the cloth saturated with kerosene. This burning must be done quickly and preferably when ground is frozen, while roots are dormant, to avoid damage to the roots. **Do not burn tops first winter after set out.**

Contrary to what seems reasonable, the Iris rhizomes can lie around in the air and sun for days, after which they will grow and thrive all the better for this "sun tan." In fact, one of the best treatments for diseased rhizomes is to dig them up, cut out all bad parts, then let the roots lie in sun for some days before replanting.

Take notice how the rhizomes work themselves up to top of the ground if you let them. They crave air and sun. For late fall planting, when the roots are practically dormant, the tops may be cut back close to the roots.

PEONY POINTERS

By all means, plant Peonies in fall, from early Sept. till ground freezes, if you can. Next best is EARLY spring, the earlier the better. For spring planting, the roots should be dug and stored in basement in fall, or some mild day in winter BEFORE buds have developed very much. Peonies in the garden or field begin to shoot up so early that spring digging may be fatal to the newly set plant if dug up and reset in spring.

Size of roots or divisions may vary a great deal, and all be good. Not advisable to plant a very large root. A smaller one, from good healthy stock, will usually forge ahead of a clump several years old. Number of eyes to the root or division is the usual way of designating the size and value. But this is only a partial measure. A root may have too many eyes for its size. Maybe a 3-eye division will excell a 4 to 6-eye one.

Regardless of number of eyes or size of root, the root should be cut back to within 5 or 6 inches of the crown before planting. Do not plant a root anything like a foot or so long.

If roots dry out in storage or in shipping, soak them 24 hours in water before planting. In fact, it's a good idea to wash all peony roots before setting them out. Of course you will gently firm the soil all around the roots, being careful not to injure the eyes. Water thoroughly soon as planted. See that soil is wet when ground freezes.

Avoid placing any fertilizer close to the roots, especially any barnyard or poultry manure. Almost sure death to peonies when so used. May be dug in some distance away from the roots. Any good brand of commercial fertilizer is O. K. None really necessary. Set roots 18 or more inches apart. Set shallow, so the buds or eyes not more than 2 inches below level of ground after ground is settled. Make a hill of soil 6 inches high over each plant late in fall and throw some old trash, such as suggested for Iris, over the roots after hilling up. This for the first winter only. No protection needed later years.

Do not expect many Peony blossoms first season. And not best results the second. From third year on, you get the real true and full size blooms. Cultivate and water as needed, **continuing this after blooming season until September.** Let the roots remain for 8 or 10 years, or as long as they do well. Then divide and reset in September or October.

A well established Peony root or clump may be likened to a storage battery. You recharge it for the next season by watering, cultivating and judiciously fertilizing. This is done after blooming time until September.

For largest blooms, remove all buds but the main or terminal one, soon as they appear. Cut Peonies before blossoms fully open, letting them open indoors. Renew water daily, and cut off some of the stem same time. Keep the cut Peonies in a cool place, out of a draft.

Ants on Peonies do no harm. Blasted buds may be due to various causes. One is, freezing some weeks before. If Peony stems slim and too many to the plant, thin them out early, by cutting off some close to the ground. So long as Peonies doing well, don't feel you need to take them up. Very different from the Iris, which must be thinned or reset every few years. Peonies have been known to thrive and bloom 100 years or more in same location.

Often a newly planted Peony root will die down first summer. Do NOT dig it up or disturb it. Let it alone, except to water it. Chances are it will revive the next spring.

Plant this fall, even though very late. I may not sell any Peony roots again until next fall. Certainly not many kinds, if any, next spring.

\$2.40 PEONY SPECIAL Your choice of any 6 of the following for \$2.40 prepaid. Each labeled. (Elwood Pleas) (Jubilee) (Karl Rosenfield) (Longfellow) (Mary Shaylor) (Octavia Demay) (Officinalis Rubra) (Sarah Bernhardt) (Solange).

THE J·D·LONG SEED COMPANY
BOULDER, COLORADO

Name.....
Please write plainly

Street.....

P. O. Box.....**R. D. No.**.....**Box**.....

Postoffice.....

State.....

Amount Enclosed
\$.....

Date.....193.....

Express Office.....

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COLORADO Customers: Please Add State Sales Tax. Thanks.

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SHALL WE SUBSTITUTE? If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

.....

.....

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.....

"J. D. Sez, Sez 'e"

"The tail wags the dog" again. No other fall catalogue in the world like this one, I trow.

Years ago I slipped a page or two about Gladiolus bulbs into my Fall Bulb catalogue. The idea was to give my customers an opportunity to buy Glad bulbs in the fall, soon as dug and cured, at Digging Time prices.

So careful have I been to give my fall Glad bulb buyers good value and good stocks that the idea, plan or system has developed far beyond my expectations.

So, as you see, while Iris, Peonies, Tulips, Hyacinths, Narcissus, etc., have not been slighted, yet the Glads have said, "Move over," and helped themselves to most of the room or space. Or, what really happened, is that I kept adding extra pages to take care of the Glads.

I don't claim that my fall or Digging Time prices are always lower than spring prices may be. In fact, sometimes it's the other way. But I do recommend buying at least part of one's Glad bulbs in the fall, for several reasons.

One doesn't feel it so much if he buys part of his Glad bulbs in the fall instead of waiting until spring.

"The cream of the crop" is what I promise my fall Glad buyers. But that doesn't mean later buyers get skim milk. Spring buyers will testify that I send out mighty fine stocks as long as the supply lasts.

But fall buyers get extra good cream—whipping cream, we might say. And, as I've remarked elsewhere, most any Glad fan likes to have his or her bulbs where can get at them and paw them over during the winter, hardly able to wait till time to plant.

Remember that fable about the boy who cried, "Wolf, wolf!"—and there wasn't any wolf? Later, when the "big, bad wolf" actually did come, the boy again cried, "Wolf!" but nobody paid any attention to him.

That fable haunts me whenever I attempt to recommend any new Glad or predict that certain varieties will become very popular, as well as profitable, to those who grow them commercially.

You see, if I guess wrong a few times, then you won't believe me if I really have the right hunch regarding varieties that will become world famous.

If I were a politician, I'd forget the instances where I've been mistaken, and "point with pride" to recommendations I've made, and time has proven I was either smart or just lucky.

Dig up catalogues I sent out the past ten years. Take a little time out and check up on me regarding Glads I said would prove winners, such as Minuet, W. H. Phipps, Commander Koehl, Van Tets, Ave Maria, Maid of Orleans, Picardy, Mildred Louise, Miss Greeley, Red Phipps, Wasaga, Wurtembergia and others.

I recall my slogan, "Other lavenders will come and go, but Minuet will be among those present at the finish."

"Them were true words," sure enough. Last season the demand for Minuet exceeded the supply.

I increased my fall catalogue from sixteen pages of a few years ago to thirty-two pages this fall, yet still have not been fair to many of the extra fine Glad varieties listed therein.

Some deserve a quarter page to do them justice, but have been cut off with half a dozen lines or less.

Here are a few that I do not hesitate to recommend most highly, though of course others I don't mention are also good.

Space doesn't permit my calling special attention to more than a few of the outstanding originations.

Acadia, the first one on my list, has pleased me very much. It's a pink with cream throat. Large and fine.

Red Phipps is splendid. More good reports keep barging in. Here's one just received from my good friend and "fierce competitor," Grant Mitsch. He sez, sez'e, "Red Phipps bet-

ter than ever this year. Florists are enthusiastic about it, too." Grant knows Glads.

Red Phipps stands heat. A nationally known commercial Glad grower wrote me this fall: "Red Phipps doing fine, and seems to like this hot climate. Has stood the heat up to 114 in the shade." (I assume that the thermometer and not Red Phipps was in the shade.—J.D.) Read more about Red Phipps on page 17. While you are on that page check up on Miss Greeley.

Bagdad. There's a Glad "what am" a Glad. Giant plant, spiky and blooms. And extravagant quantity of blooms to the spike. The color is unique and pleasing.

The two girl friends, Betty Brown Eyes and Betty Co-Ed, are making many friends among Glad fans and commercial florists.

Champlain is what we wanted Heavenly Blue to be, and then some. It's similar, but much larger and, what's very important, this variety produces clean, healthy bulbs that don't go bad in storage by the next planting season. Early for such a large Glad.

Commander Koehl has won so many prizes that it needs no praise from me. I told you some years ago that it was a winner. That's my story, and I still stick to it.

Palmer has given us some of the most unusual colors and color combinations that are known to Glads. His Coronation, Debonaire, Duna, Golden Cup, Picardy, Rideau, Rapture and Wasaga form a group surpassing the fondest dream or hope of any Glad fan a few years ago. And all strong, healthy growers.

The color of Wasaga is beyond description. In addition, the plant is strong and robust, the spike tall, flowers large, well placed and plenty open. It's marvelous.

"Our Selection," from Australia, typifies the Australian idea of a prize winning Glad. They like 'em large, many open, well faced, and of striking color combinations.

Six good white Glads: Star of Bethlehem, Maid of Orleans, Mammoth White, Van Tets, Dr. Durr, Helen Wills, Albatross—take your choice.

Maid of Orleans in great demand. Not enough stock for several years or more. I offer bulblets but hope I don't sell any. Waste of time to ask me for lower price on larger lots Maid of Orleans bulblets this season. Prefer to plant rather than sell. Mammoth White indeed MAMMOTH and mighty good. Of course Star of Bethlehem makes them all sit up and take notice.

King Arthur. I almost forgot the King. It wouldn't do to close the chapter without looking in on the King. This is one of the varieties that you either do or don't like. At least "four out of five" do like the King. It has no very similar competitor. Grow it well, say nothing to your garden visitors, then watch them head for King Arthur.

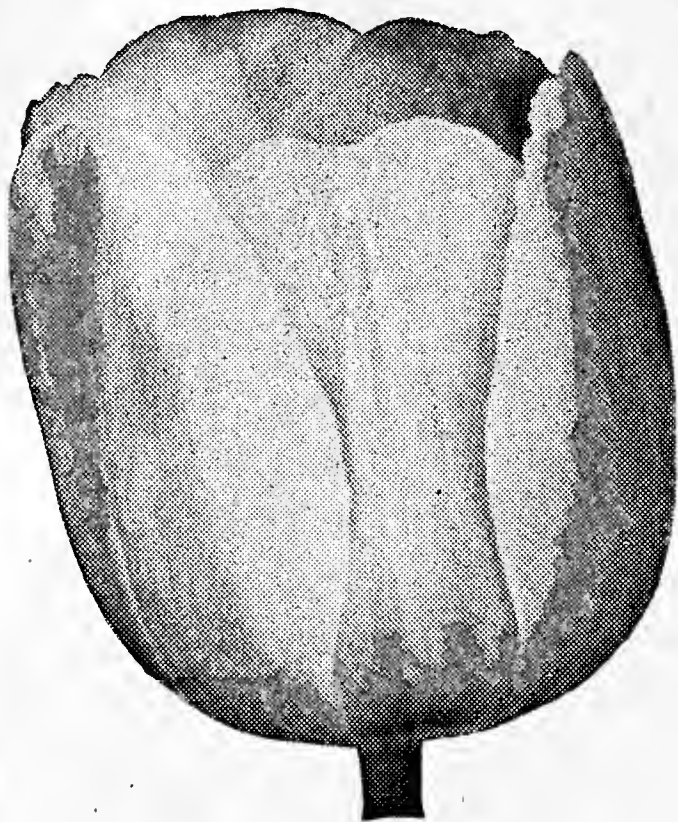
Consider the Iris. It's gaining in popularity fast and furiously. Fits in with Glad growing splendidly. Blooms when Glads are just getting well started. The colors, and combinations of Iris colors, have been increased and improved marvelously in recent years.

Dig up, throw away scads of the old common Iris. Start a new bed or border with some of the grand and glorious kinds included in my 117 varieties. You'll thank me for the suggestion later, even though it takes nerve now for you to do this drastic revamping of your Iris plantings.

"Speaking of Iris." Again I say, unless you have kept in touch with the amazing improvements in size and color combinations that Iris hybridizers have made in the past few years, you will be surprised and pleased when you see these new Iris creations bloom in your garden. Plenty of time to plant this fall in September and October. Follow my suggestions for winter protection. (See page 6.)

\$2.50 Iris Super-Special One root each of BLUE VELVET, PEACHES, RAM-ESSES, PLUIE D'OR, GRACE STURTE-VANT, SAN FRANCISCO—all for \$2.50, prepaid.

Darwin Tulips



Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting.

Five bulbs at ten rate. 25 at 100 rate. Tulips prepaid in U. S. A. (All labeled.)

Baronne de la Tonnaye Bright rose, margined blush. (10 for 50c) (100, \$4.20).

Bartigon Fire red—red that's RED. Very large. (10 for 60c) (100, \$4.80).

Clara Butt Beautiful bright salmon-pink. Great favorite. (10 for 50c) (100, \$4.20).

F. Sanders Another big, bright fiery-scarlet. Beautiful. (10 for 50c) (100, \$4.20).

Pride of Haarlem Enormous, showy bright carmine-rose flower. (10 for 50c) (100, \$4.20).

Princess Elizabeth Rosy pink. Large. Lovely. Fine for cutting. (10 for 60c) (100, \$4.40).

Rev. Eubank Heliotrope-lilac, toning to lavender, fine, lasts well. (10 for 60c) (100, \$4.40).

La Tulipe Noire (The Black Tulip.) Fine large deep maroon. (10 for 60c) (100, \$4.80).

White Queen Creamy white, tinged blush. (10 for 60c) (100, \$5.00).

Wm. Pitt Dazzling crimson-scarlet, large flower. (10 for 60c) (100, \$4.40).

Long's Special Mixed Darwins

Many choicest Darwins, also a few fine Cottage varieties to increase range of color. Sure to please. (10 for 50c) (100, \$4.20).

"PARROT" TULIPS

These odd tulips have fringed and crinkled petals. The buds resemble a parrot's head. Mixed colors. (10 for 60c) (100, \$4.80).

\$2.20 Tulip Collection

My selection of eight varieties, seven nice bulbs of each variety—the 56 bulbs for \$2.20, prepaid.

Leave it to me—JD, to pick out seven outstanding varieties in lovely colors. All for \$2.20, prepaid.

10

Breeder Tulips

Similar to Darwins in size and shape. Rare colors and color combinations as noted.

Bronze Queen An apricot shade. Combination of brown and bronze. (10 for 50c) (100, \$4.00).

Cardinal Manning (Goliath) Dark violet, shaded brown. (10 for 60c) (100, \$4.40).

Don Pedro Coffee-brown, shaded maroon. (10 for 60c) (100, \$4.80).

Louis XIV Rich purple, margined bronze, one of the best. Immense. (10 for 60c) (100, \$5.00).

Panorama Deep orange-red, shaded mahogany. (10 for 60c) (100, \$4.80).

Velvet King Velvety purple-blue, a royal purple color. Inside crimson. (10 for 60c) (100, \$5.00).

Mixed Breeders Splendid, but not labeled. (10 for 60c) (100, \$4.40).

Cottage Tulips

Same season and habit of growth as Darwins, supplying colors lacking in Darwins.

Yellow (Inglescomb) Glossy bright canary yellow. The yellow Darwin. Beautiful globe shaped flowers. (10 for 50c) (100, \$4.20).

Picotee (Maiden's Blush) Pure white daintily margined rose. Petals recurved. (10 for 50c) (100, \$4.00).

Orange King Very large globular flower of a beautiful orange with scarlet tinge. Sweet scented. (10 for 50c) (100, \$4.00).

White Cottage Cleaner white than White Queen. (10 for 50c) (100 for \$4.20).

Hyacinths

(5 bulbs at 10 rate, 25 at 100 rate.)

Labeled Prepaid in U. S. A.

Large bulbs that do especially well in pots, but of course splendid for outdoors also.

L'Innocence. Best pure white.

Lady Derby. Lovely soft rose. Large.

Gertrude. Splendid rose-pink.

La Victoria. Best red hyacinth.

Queen of Blues. Light blue or lavender.

King of Blues. Rich, deep blue or purple.

Any of the above, assorted or alike, labeled: (Each 15c) (10 for \$1.20) (100 for \$10.00).

BEDDING HYACINTHS

The same fine colors as above but smaller bulbs. Splendid for outdoors. Produce fine spikes. (White) (Light Pink) (Rose-Pink) (Red) (Light Blue) (Purple) (Each 10c) (10 for 90c) (100 for \$7.20). All colors labeled.

EARLY CROCUS BULBS

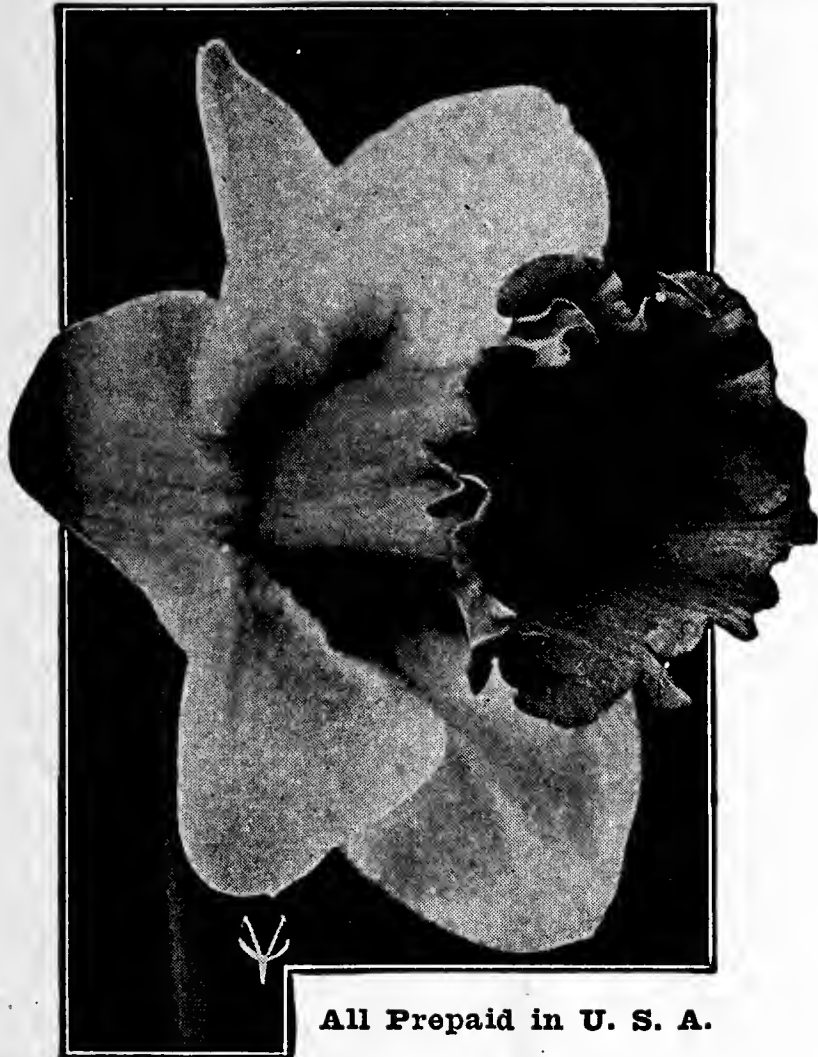
They bring us good cheer often before winter has really left. White, purple and yellow in separate colors, labeled. (10 for 36c) (100 for \$3.00).

Mixed colors. (10 for 30c) (100 for \$2.40).

Delightful effects are secured by planting fall bulbs in clumps or groups of half a dozen or more of a kind or color together, not in formal rows or designs, but just sort of careless like. Placing them along the edges and in front of shrubbery is a splendid plan.

Hardy NARCISSUS BULBS

All Are Good for Either Pots or Garden



All Prepaid in U. S. A.

5 Bulbs at 10 Rate
All Labeled

King Alfred Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large, bold flower; tall and strong grower. Sure to please. (2 for 25c) (10 for \$1.00).

Empress Trumpet large, rich golden yellow; petals or perianth white; long stem (3 for 25c) (10 for 70c).

Emperor Like Empress, but entire flower is pure golden-yellow. The two make a fine pair. (3 for 25c) (10 for 70c).

Golden Spur Similar to Emperor. Somewhat smaller and earlier; deeper yellow. Bulbs run small, naturally. (3 for 25c) (10 for 70c).

Poeticus Ornatus White petals, small, yellow cup, margined scarlet. Fragrant. (4 for 25c) (10 for 50c).

Von Sion The well-known yellow daffodil much grown in pots and garden. Double. (3 for 25c) (10 for 70c).

PAPER WHITE NARCISSUS

BLOOMS IN WATER

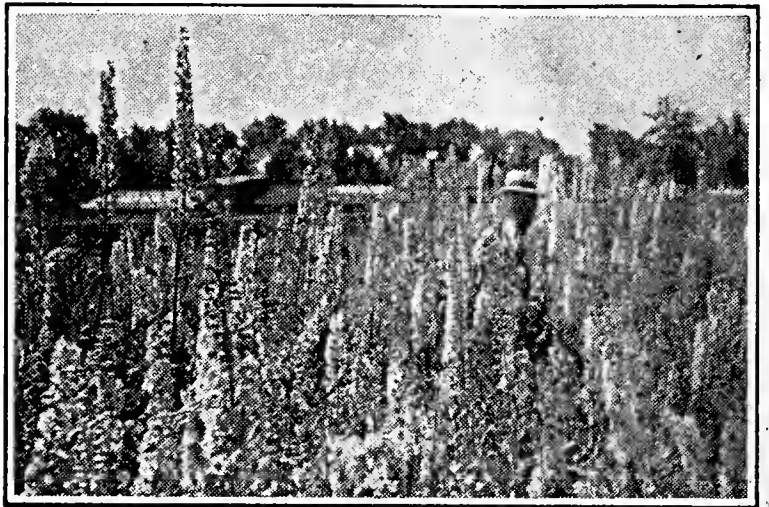
For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. (4 for 25c) (10 for 50c).

"J. D. Sez, Sez 'e"

You'd be surprised to know how little net profit, if any, there is in selling high grade Tulips, Hyacinths, Narcissus, Paper White, etc., at the prepaid prices I offer. I will not send out undersized, immature bulbs. I don't offer gigantic bulbs, either. But long experience has taught me what size and quality will make good.

Good HARDY PERENNIALS

All Plants and Roots Prepaid in U. S. A.
Set these out in September in most localities. Early October O. K. in many places.



Delphinium Plants Mixed colors, mostly shades of blue. Plant in fall for strong plants next summer. (7 plants \$1.00) (16 for \$2.00).

Columbine Rocky Mountain. The State Flower of Colorado. Sepals blue; petals white. Thrives in any state except extreme South. Does best in partial shade. Year-old plants (2 for 50c) (6 for \$1.00) (14 for \$2.00). Prepaid.

Statice (Sea Lavender.) Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Field Grown Roots (2 for 50c) (5 for \$1.10) (10 for \$2.00). Prepaid.

Bleeding Heart (Dicentra.) Popular garden favorite, blooming early in spring if set out in fall. Strong roots. (Each, 50c) (3 for \$1.40).

LILY OF THE VALLEY

LILY OF THE VALLEY answers that question: "What can I grow in shade or partial shade?"



Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 or more single roots. Good way to get quick results is to make 8 to 12 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. (Clump, \$1.00) (3 clumps, \$2.25) (6 clumps, \$4.00) (1/2 clump, 65c). Plant any time before ground freezes. Easy to grow. Eventually, the planting may become too thick to thrive well. In that case, thin them out or take all up, prepare a new bed or renovate the old one, reset, and give surplus to your neighbors.

Important You will get best results next season by planting Lily of the Valley this fall instead of next spring. Begins growth very early in spring. Same goes for Bleeding Heart roots also, and Peonies.

Super Wired Wood Labels

Took me YEARS to locate the real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Useful in garden also. Will supply these labels at: 100 for 40c; 200 for 75c; 500 for \$1.60; 1,000 for \$3.00, prepaid.



**ANNUAL FALL
SALE OF**

Gladiolus Bulbs

At Digging-Time Prices—Fall Delivery

It's now a habit with me to offer gladiolus bulbs in my fall catalogue.

It would be almost impossible for me to break this habit, even if I wanted to do so. Because many of my customers have also formed a habit—of buying part or all their Glads in the fall.

It's good business to buy Glads in the fall. Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices.

Then, too, it's fun having your bulbs and bulbets right where you can watch them and keep them safely through the winter. Just to "paw them over" from time to time, and visualize the rare and beautiful spikes of bloom they will produce, is no small compensation, as any real fan will know.

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. This size is designated by the letter "L".

MEDIUM BULBS measure ¾ inch to an inch or larger, mixed sizes. These Medium Bulbs bloom splendidly, though the large bulbs make still larger spikes and more of them. Medium Bulbs are designated by the letter "M".

SMALL BULBS are designated by the letter "S". They will average nearly half-inch in diameter. Not sold as blooming sizes, yet many will bloom.

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters L, M or S.

Prices, Terms, Delivery

Gladiolus prices are guaranteed for this fall only—until my spring catalogue is mailed in January. Many of these offers will be withdrawn altogether in January.

At digging-time prices, I prepay Glad orders amounting to \$1.00 or more. (Except at wholesale as noted.) If Glad order less than \$1.00, please add 15c toward packing and shipping cost.

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

DELIVERY: (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

Long's Long Count

As my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many

smaller bulbs will bloom, producing smaller spikes.

Medium and **Small** bulbs are especially valuable for producing new, vigorous bulbs and many bulbets. **Large** and **Medium** bulbs best for blooms.

If You Pay Transportation

As noted above, and elsewhere in the following pages, I prepay all but wholesale lots.

BUT, many customers have been much pleased with my special proposition in the past. If the customer pays express on prepaid items, then I send extra Glads to more than offset the express charges.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to cover sending costs on prepaid items."

On good size orders express usually cheaper, as bulbs take a special second class rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

SPRING DELIVERY. While I need to ship a lot of bulbs in fall to avoid crowding my storage rooms in winter, yet if you can't take shipment in fall, I will store orders amounting to \$4.00 or more upon payment of 25 per cent or more on the order this fall. But so far as possible, I need to ship Glad bulbs **THIS FALL** and early winter. Short on storage room.

Look for "Second Section"

This fall I have a good many Gladiolus varieties to offer that were not listed in my last spring catalogue.

Some were listed in 1934 fall catalogue and sold out last fall.

Others are new varieties that I have never offered before. (A few are not new, but so outstandingly good that I am glad to be able to offer, after testing them out and propagating sufficient quantities for my early buyers.)

The foregoing varieties will be listed separately under heading, "Second Section." So browse around freely in both the first and second sections. A great treat is in store for you, both as to varieties and new, lower prices on many kinds.

"Early Bird" Glad Mixture

At last I've planned and provided for a much needed Glad mixture. I feel sure it will fill a "Long felt want."

It's another grand and glorious mixture of Glad bulbs, unlabeled, mixed from named varieties—but for this I have picked out the early blooming kinds. See page 20.

Choice Named VARIETIES OF Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 10c.)

**These Prices Prepaid
Bulbs Plainly Labeled**

Acadia (Palmer). Geranium-pink. Large. Lovely. (L. 20c) (M. 2—25c).

Aflame (H.) Giant begonia-rose. (L. 2—12c; 10—50c) (M. 10—30c).

Aida (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 10—30c).

Albatross (Pf.) Large pure white. (L. each 10c; 10—70c) (M. 2—10c; 10—40c).

Amador (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—60c).

Apricot Glow (Palmer.) As named. (L. 2—10c; 10—40c) (M. 10—20c).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—20c).

Beat All (Europe.) Large rose-salmon. (L. 25c) (M. 15c).

Berty Snow (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 2—25c; 10—\$1.00) (M. 2—12c; 10—50c).

Betty Co-Ed (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 10—25c).

Betty Nuthall (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 10—30c) (S. 10—15c).

Bill Sowden (Fallu.) Very large deep red. Favorite Australian Glad. (L. 10c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

Blue Danube (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well spaced and faced blooms. (L. 2—15c; 10—70c) (M. 2—10c; 10—40c) (S. 10—25c).

Blue Triumphator (Pf.) Largest of the near blues. (L. 2—15c; 10—70c) (M. 2—15c; 10—40c).

Champlain (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. each 60c) (M. each 40c) (S. each 25c).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 10—25c).

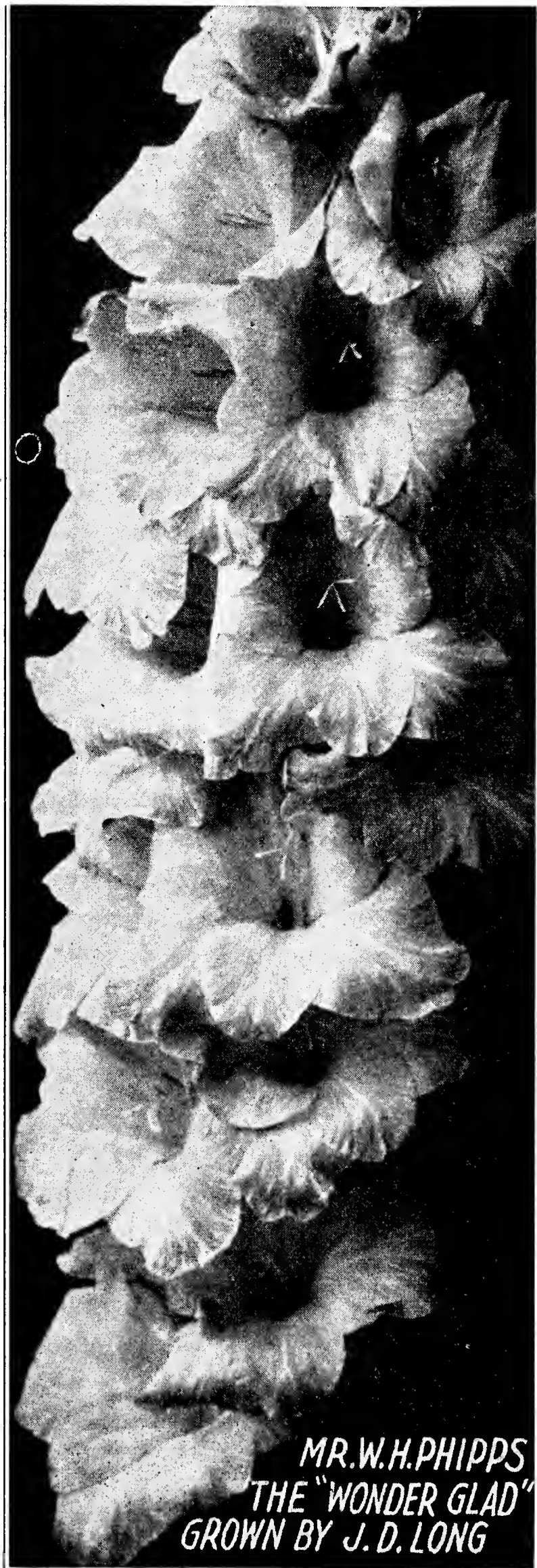
Charles Lindbergh (Prestgard.) Pink with light throat. Tall, straight, charming. (L. 20c; 10—\$1.60) (M. 10c; 10—80c).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—20c).

Coronado (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c) (M. 10—30c).

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. (L. each 20c) (M. 10c) (S. 2—12c).

Coryphee (Pf.) Soft pink with white throat. Large blooms. (L. 2—12c; 10—50c) (M. 10—25c).



MR. W. H. PHIPPS
"THE WONDER GLAD"
GROWN BY J. D. LONG

Damascus (Stevens.) Deep rose-purple, overcast blue, red blotch. One of the most popular smokies. (L. 10c; 10—60c) (M. 2—10c; 10—40c).

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. each 20c) (M. each 10c) (S. 2—12c). (See page 24.)

Dr. F. E. Bennett (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Durr (Pf.) New white with cream throat. (L. 20c) (M. 10c).

Dr. Moody (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c).

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c).

Duna (Palmer.) Soft light pinky buff. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 10—50c). (See page 24.)

Early Dawn (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 20c; 10—\$1.60) (M. 2—25c; 10—\$1.00) (S. 10—50c).

Early Sunrise (Vel.) Large, tall, deep salmon. Early. (Color varies.) (L. 2—14c; 10—60c) (M. 10—30c).

Emile Aubrun (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c) (M. 10—40c).

Fata Morgana (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 2—15c; 10—60c) (M. 10—30c).

Frederick Christ (D.) LaFrance pink and yellow. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20).

Gate of Heaven (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. each 25c; 10—\$2.00) (M. each 15c; 10—\$1.20) (S. 10c; 10—80c). (See page 24.)

Giant Nymph (Coleman.) Pink with creamy throat. Tall, large. (L. 2—12c; 10—50c) (M. 10—25c).

Gloriana (Betscher.) Salmon pink. (L. 2—10c; 10—40c) (M. 10—20c).

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—15c; 10—70c). (See page 24.)

Golden Dream (Groff.) Tall deep yellow. (L. 2—10c; 10—40c) (M. 10—20c).

Gold Mine (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

Graf Zeppelin (Pf.) Brilliant red. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c).

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. each 75c) (M. 50c).

Inspiration (Palmer.) Deep shrimp-pink. Fluted form blooms. (L. 20c; 10—\$1.60) (M. 12c; 10—80c).

Jane Addams (Dec.) Very large lavender. (L. 2—15c; 10—60c) (M. 10—40c).

Janet (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—28c) (S. 10—16c).

J. S. Bach (Pf.) Immense salmon-orange. (L. each 80c) (M. each 50c).

Jonkheer Van Tets (Pf.) Grand immense white. Many say the best big white, all points considered. (L. 2—25c; 10—\$1.00) (M. 2—15c; 10—60c) (S. 10—40c).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 25c) (M. 15c) (S. 10c). (See page 24.)

Lady Eaton (Palmer.) Soft venetian pink, with nearly white throat. (L. each 80c) (M. 50c).

La Paloma (Dusinberre.) Vivid orange. (L. 10c; 10—60c) (M. 10—30c). (One of the earliest.)

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Linalee (D.) Large rich pink, apparently a Phipps seedling. (L. 2—25c; 10—\$1.00) (M. 10c; 10—60c).

Loyalty (Austin.) Very clear yellow of good size. Sturdy grower, straight spike. (L. 10c; 10—60c; 100—\$4.80).

Ludwig Beethoven (Pf.) Smoky mauve. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Maid of Orleans (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 12c; 10—90c) (M. 2—15c; 10—60c) (S. 10—40c).

Mammoth White (U. B.) Immense white. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—18c).

Marjorie Morrill (Jacobs.) Creamy pink. Basket of Marjorie won blue ribbon at New England Glad Show, 1934. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Mildred Louise (Wentworth.) Marvelous strawberry pink. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 2—15c; 10—60c). (See page 16.)

Minuet (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c).

Miss Des Moines (Prestgard.) Lilac lavender, light yellow throat. Tall, straight spike. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

Miss Greeley (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 2—16c; 10—66c) (M. 2—10c; 10—44c) (S. 3—10c; 10—28c). (Bulblets withdrawn for propagation.)

Morocco (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—18c).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 10c; 10—60c) (M. 2—10c; 10—30c) (S. 10—16c).

Mrs. Leon Douglas (K.) Begonia-rose. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. P. W. Sisson (J. C.) Lovely cameo pink. Many large blooms open at one time. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. Ray Chase (Miller.) Large creamy white, sometimes tinted or suffused pink. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—50c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La France pink. (L. 2—12c; 10—50c) (M. 10—25c).

Orange Wonder (Kemp.) (L. 2—14c; 10—60c) (M. 10—30c).

Our Selection (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Considerable variation in color and markings. Long spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

Pelegrina (Pf.) New near blue. (L. each 15c; 10—\$1.20) (M. each 10c; 10—80c).

Pfizer's Triumph (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c) (M. 10—30c).

Picardy (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—14c; 10—54c) (M. 10—30c) (S. 10—15c).

Pirate (Palmer.) Shades of carmine and pomegranate-purple. (L. 15c; 10—\$1.20) (M. 10c; 10—70c).

Premier Henry (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each \$1.00) (M. 50c) (S. 30c).

Rameses (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets massive and unusual. Ruffled. Not a commercial sort, but a remarkable novelty. Been very expensive, but now you can add this to your collection. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 10—25c).

Rapture (Palmer.) Medium light salmon with diffused creamy blotch. (L. 12c; 10—\$1.00) (M. 10—60c) (S. 10—40c).

Red Phipps (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—16c; 10—66c) (M. 2—10c; 10—44c) (S. 3—10c; 10—28c).

(Bulblets withdrawn for propagation.)

Rideau (Palmer.) Smoky salmon shade. Large. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 10—30c).

Ruffled Gold (G.) Tall yellow. (L. 2—15c; 10—60c) (M. 10—30c).

Salbach's Orchid (Salbach.) Similar to Minuet but pink—the shade of a Cateya orchid. (L. 2—16c; 10—70c) (M. 2—10c; 10—40c).

Salbach's Pink (Salbach.) Large geranium-pink. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—16c).

Scarlet Wonder (Cowee.) Immense brilliant red. (L. 2—14c; 10—60c) (M. 10—30c).

Solveig (P.) Large ruffled white. Increases so slowly that prices remain high. (L. \$1.50) (M. \$1.00) (S. 50c). (Blts. 10c; 14 for \$1.00.)

Spray of Gold (Palmer.) Deep clear yellow. Waved petals. (L. 2—15c; 10—60c) (M. 10—30c) (S. 10—18c).

Star of Bethlehem (Pf.) New pure white similar to Maid of Orleans, but still larger. Looks to me like a winner. (L. each 50c) (M. 35c) (S. 25c). (See page 24.)

Stuttgardia (Pf.) Large brilliant red, no blotches. (L. 10c; 10—70c) (M. 10—36c) (S. 10—20c).

Sultan (Crow.) Large, velvety, rosy-red, ruffled. Many open. Fine. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—15c; 10—60c).

Sunshine Girl (Stevens.) Clear pink with lovely yellow throat. Beautiful. Early. (L. 2—12c; 10—50c) (M. 10—30c) (S. 10—15c).

Tip Top (Pf.) Another new red from Europe. (L. each 60c) (M. 40c) (S. 30c).

Veilchenblau (Pf.) Blue-violet, good size, good color, good spike. (L. 2—10c; 10—40c) (M. 10—25c).

Wasaga (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. each 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 10—50c). (See page 24.)

Winged Victory (Briggs.) Very large pink. (L. 2—15c; 10—60c) (M. 10—36c).

Wurtembergia (Pf.) Very large red with white throat. One of Pfizer's best. (L. 12c; 10—\$1.00) (M. 2—14c; 10—60c) (S. 10—40c).

Yellow Perfection (Pf.) Large yellow. Good spike. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Demonstration Collection

Every bulb good blooming size, inch up.

15 bulbs, all different choice varieties, my selection, each kind labeled. One Collection, \$1.25. Two Collections for \$2.20. All prepaid.

Australian Glad

"Our Selection"

Australian Glad that wins first honors in its own country, and has caught the fancy of American fans and florists.

Very unusual type, color and markings. So many open at once that several spikes make a bouquet.

Blooms well arranged on strong spike.

Color and markings vary a good bit, but always interesting.

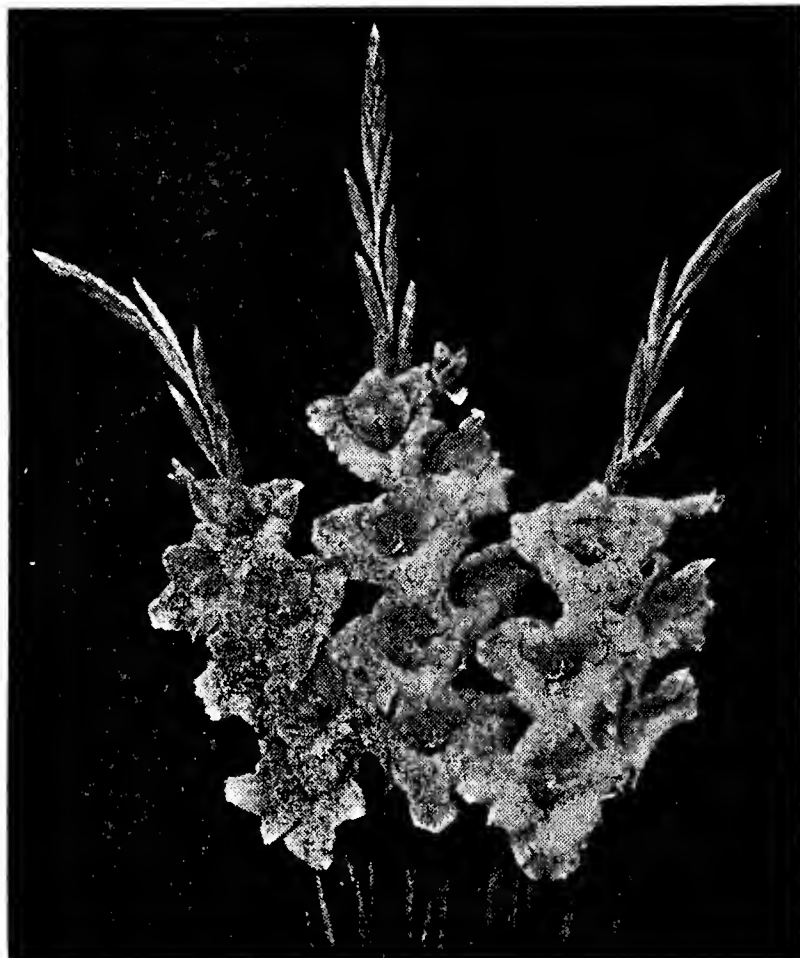
Lower Prices. Never before has this popular Glad been offered at such low prices as now.



Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size. Or, if you wish, say we may send something good, our own selection, from kinds we have yet in good supply. For this help, we will slip you a few extra bulbs as our thanks.

"Mildred Louise"



Pure deep salmon-pink, petals tipped strawberry pink, blending to pinary yellow in throat, with faint spectrum penciling.

The stem is tall, strong, flexible, but not clubby. Very large wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike. The petals are firm, so much so that one customer said to me, "**That's the Glad with tin petals**"—meaning very resistant to heat and rough handling. One of the earliest varieties, so large and lovely. A wonderful Glad. "**It's got what it takes.**" One of the real topnotchers with a great future.

Mildred Louise Prepaid

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Each	\$ 0.25	\$ 0.20	\$ 0.15	\$ 0.12	\$ 0.10	...
Ten	2.00	1.60	1.20	1.00	.80	.60
100	16.00	12.00	10.00	8.00	6.00	5.00
Bulblets: (10—25c) (100—\$2.00) (1000—\$12.00).						

\$1.00 Mildred Louise Assortment

(All Assortments Prepaid)
(3 No. 3) (4 No. 4) (5 No. 5) (6 No. 6).

\$2.00 Mildred Louise Assortment

(3 No. 2) (5 No. 3) (7 No. 4) (9 No. 5).

\$3.00 Mildred Louise Assortment

(4 No. 2) (6 No. 3) (8 No. 4) (10 No. 5) (10 No. 6).

\$5.00 Mildred Louise Assortment

(3 No. 1) (6 No. 2) (9 No. 3) (12 No. 4) (15 No. 5) (18 No. 6) (40 Blts.).

\$10.00 Mildred Louise Assortment

(5 No. 1) (10 No. 2) (25 No. 3) (25 No. 4) (25 No. 5) (25 No. 6) (100 Blts.).

For Wholesale Prices, f. o. b., See Page 27.

"Betty Co-Ed"

The Glad with "That School-Girl Complexion"

"Betty Co-Ed," though in the decorative class, is not small. Neither is it large. Many blossoms measure 4 inches or so.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

The point is, that instead of planting just a bulb or two of "Betty Co-Ed" you should plant this by the tens or hundreds—the more the merrier. To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, bouquets. Used alone or with suitable green, Betty is a dream. Be sure to arrange a low bowl of Betty Co-Ed tips. It's marvelous!

Betty Co-Ed, Prepaid

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.70	\$0.60	\$0.50	\$0.40	\$0.30	\$0.25
100	5.00	4.00	3.00	2.40	1.80	1.40
Bulblets (25—25c) (100—80c) (1000—\$6.00).						

\$1.00 Co-Ed Assortment

(All Assortments Prepaid)
(4 No. 2) (8 No. 3) (16 No. 4) (20 No. 5).

\$3.00 Co-Ed Assortment

(10 No. 2) (20 No. 3) (30 No. 4) (60 No. 5)
(70 Jumbo Bulblets).

For Wholesale Prices, f. o. b., See Page 27.

"Betty Brown Eyes"

Orange colored blossoms, all except on the two lower petals. On each of the two lower petals is a maroon blotch, the effect suggesting brown instead of red. Hence the name.

Spike long for cutting, always straight Florets well placed and spaced. Some blooms 4½ inches. All good decorative size. Early.

In all my travels to many shows and gardens from coast to coast, I've never met up with a Glad of the same color and markings.

Betty Brown Eyes, Prepaid

	No. 1	No. 2	No. 3	No. 4	No. 5
Ten	\$1.00	\$0.80	\$0.60	\$0.50	\$0.40
100	8.00	6.00	4.00	3.20	2.80

\$1.00 Brown Eyes Assortment

(All Assortments Prepaid)
(6 No. 2) (8 No. 3) (6 No. 4) (6 No. 5).

\$2.50 Brown Eyes Assortment

(10 No. 1) (15 No. 2) (15 No. 3) (10 No. 4).

For Wholesale Prices, f. o. b., See Page 27.

More About Mildred

Never ask me which is the BEST Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting. "**Me for Mildred.**"

To Large Buyers:

Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalogue. Chances are I can save you money on the lot. **This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.**

That Large Early Pink Glad—Miss Greeley

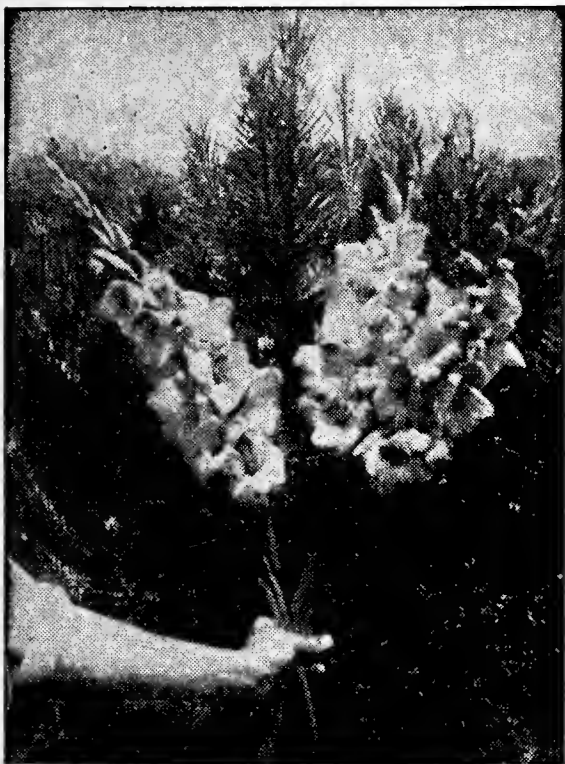
Much like one of its parents, W. H. Phipps, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes Miss Greeley especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

Mr. P. J. Pentecost, "The Phipps King" of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

Miss Greeley is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes.



Miss Greeley

Miss Greeley Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.80	\$0.60	\$0.50	\$0.40	\$0.30	\$0.24
100	\$6.40	4.80	3.60	2.40	2.00	1.60

\$1.00 Miss Greeley Assortment

(3 No. 2) (8 No. 3) (12 No. 4) (10 No. 5)\$1.00 Prepaid

\$3.00 Miss Greeley Assortment

(18 No. 2) (26 No. 3) (24 No. 4) (20 No. 5)\$3.00 Prepaid

\$5.00 Miss Greeley Assortment

(5 No. 1) (35 No. 2) (45 No. 3) (35 No. 4) (25 No. 5) . \$5.00 Ppd.

Wholesale Prices, f. o. b.—See Pages 27, 28

Red Phipps—A Winner

A Phipps seedling, bright glowing red, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps. Many open.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Spikes long, straight and strong, but no excess baggage. The long flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No lippy, floppy habits. Ideally built spike and buds for packing and shipping.

Mr. Coit O. Colburn, noted authority on Glads, says in Flower Grower magazine, Feb., 1935: "The red that gave me the most satisfaction is Red Phipps (Briggs). I like its softness of color, the way it faces on the spike, its glowing warmth, the way it opens 8-9 in perfect condition, the way it lasts as a cut flower. In short, I like it very much."

Red Phipps wins many prizes at leading shows. The latest was first at the N. E. G. S. Boston Show, 1935. When you win first at a Boston show you're going some.

Red Phipps Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten.....	\$0.80	\$0.60	\$0.50	\$0.40	\$0.30	\$0.24
100.....	6.40	4.80	3.60	2.40	2.00	1.60

\$1.00 Red Phipps Assortment

(3 No. 2) (8 No. 3) (12 No. 4) (10 No. 5) ...
.....\$1.00 Prepaid

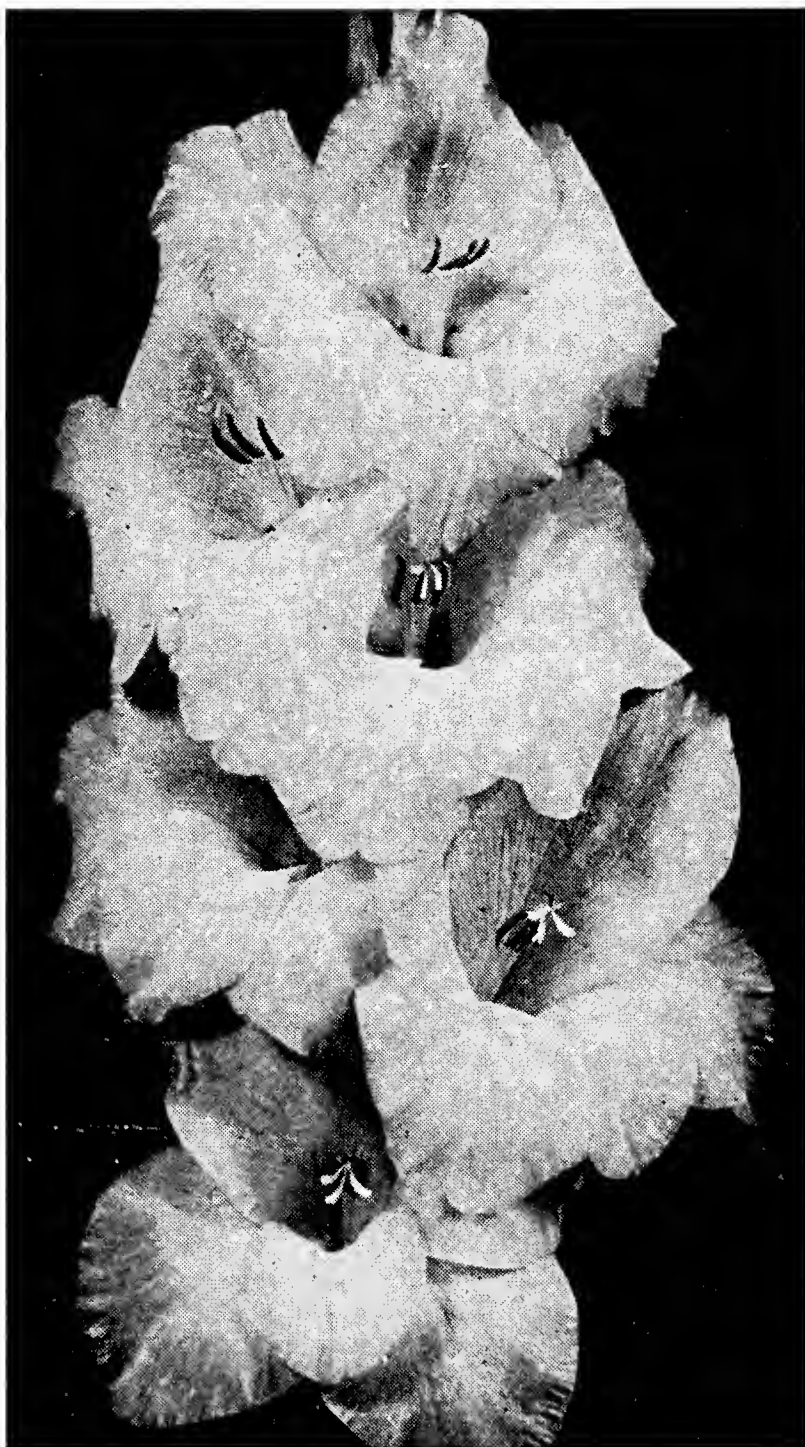
\$3.00 Red Phipps Assortment

(18 No. 2) (26 No. 3) (24 No. 4) (20 No. 5)
.....\$3.00 Prepaid

\$5.00 Red Phipps Assortment

(5 No. 1) (35 No. 2) (45 No. 3) (35 No. 4)
(25 No. 5)\$5.00 Prepaid

Wholesale Prices, f. o. b.—See pages 27, 28



Red Phipps—"Red that IS Red"

SECOND SECTION

Gladiolus Bulbs not listed in my 1935 Spring Catalogue. All priced prepaid.

For terms, etc., see page 12.

Note: My supply of some of these new varieties is small. Some will be sold out this fall (or withdrawn a year for increasing stock) and will not be offered in my 1936 Spring Catalogue.

Arabella (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. Tall exhibition variety. (L. Each, \$2.00) (M. \$1.25) (S. 80c) (Blts. 3 for 50c; 10—\$1.25). (See page 24.)

Atherton (Fletcher.) Clear medium yellow. A soft glow of pink lights up the throat. Large star-shaped florets, firm substance. Not a bit floppy. (L. Each, 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60). (See page 24.)

Blue Admiral (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Added to these good qualities is its healthy growth in field and good keeper in storage. One of my good friends and "fierce competitors" who has studied "blue" Glads more than I have says, "This is perhaps the most promising all-purpose variety of the darker 'blues' and a worthwhile addition to this class." (L. Each, 60c) (M. 35c) (S. 25c) (Blts. 10 for 40c). (See page 24.)

Christabel (Mitsch.) Shrimp pink with cream throat. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.60) (S. 10c; 10—80c) (Blts. 10 for 40c).

D. A. Hay (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. Each, \$1.00) (M. 60c) (S. 40c) (Blts. 3 for 25c). (See page 24.)

Do-X (Pf.) Amber yellow. Good form, good size. Long spikes. (L. Each, \$1.50) (M. \$1.00) (S. 70c) (Blts. 3 for 50c).

Dr. Hoeg (Hoeg.) New, outstanding, very dark glossy red. (L. 25c; 10—\$2.00) (M. 20c; 10—\$1.60) (S. 15c; 10—\$1.20) (Blts. 10 for 25c; 100—\$2.00).

Edith Robson (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00) (S. 10c; 10—70c).

Gold Eagle (Mrs. Austin.) Extra early yellow of medium size. Makes good spikes even from small bulbs or large bulblets. (L. 2—12c; 10—50c) (M. 10—25c) (Blts. 100 for 25c).

Helen Wills (Salbach.) Clear large white, shading to soft cream on lower petals. Tall, vigorous, straight spike, lovely blooms of remarkable keeping qualities, well placed. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—15c).

Heritage (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 80c; 10—\$6.50) (M. 70c; 10—\$5.50) (Blts. 2—25c; 10—\$1.00; 100—\$8.00).

Johann Strauss (Pf.) Salmon-pink to peach-red, with yellow throat. (L. Each, \$1.75) (M. \$1.25) (S. 80c) (Blts. 3 for 50c).

Jonquil (Palmer.) Clear deep yellow without markings. (L. Each, \$1.75) (M. \$1.25) (S. 80c) (Blts. 3 for 50c).

Lindesta (Palmer.) Salmon-rose with cream throat. Tall spike, large blooms well placed. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 20 for 25c).

Longfellow (Prestgard.) Fine watermelon pink. Straight stiff spike. Large blooms well placed. Stands heat exceptionally well. Not a new variety but a favorite. (L. 2—14c; 10—60c) (M. 10—30c).

Makenu (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfitzer's Triumph in color. Does not burn in sun. (L. Each, \$2.50) (M. \$1.75) (S. \$1.50) (Blts. 40c; 3 for \$1.00).

Maunga (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, \$4.00) (M. \$2.50) (S. \$2.00) (Blts. Each, 60c; 10—\$4.00).

Milford (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. But practically free from stripes, streaks, spots and blotches. Unusually clear even tone of lovely light blue. Some florets show a little deeper color in throat. Flowers very large, 9 open. Spike and placement good. I'm strong for this strong, sturdy, healthy, beautiful giant Glad. It's a winner, "I'm telling you." (L. Each, \$1.50) (M. \$1.00) (S. 70c) (Blt. 20c). (See page 24.)

Miss New Zealand (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. Good propagator and therefore now much cheaper than when introduced several years ago. (L. Each, \$3.50) (M. \$2.75) (S. \$2.25) (Blts. 40c; 3 for \$1.00; 10—\$3.00). (See page 24.)

Mrs. E. A. Rides (New Zealand.) Large blue lavender with reddish center. Eight large florets open. Spike sometimes crooked. Milford much better. (L. Each, \$1.80) (M. \$1.00) (S. 60c) (Blts. 2 for 25c; 10—\$1.00).

Pearl of Stuttgartia (Pf.) Another Pfitzer near blue. (L. Each, 50c) (M. 30c) (Blts. 3 for 25c; 10—60c).

Pititi (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. Each, \$3.00) (M. \$2.00) (S. \$1.25) (Blt. 25c). (See page 24.)

Polar Ice (Pf.) Absolutely white, straight spike, florets of good size. This variety is one of the earliest whites, and therefore a valuable commercial. I was one of the first to import Polar Ice, in 1931. (L. 25c; 10—\$2.20) (M. 18c; 10—\$1.60) (S. 14c; 10—\$1.20).

Prairie Gold Rich deep yellow. Carmine hairlines on tips and reverse side of petals. Buds and blooms lie close to stem. Spikes straight and strong. Habits good. Usually 4 or 5 open. The color is very unusual. Won first prize at National Show, South Bend, Ind., 1935. (Bulbs, 1 inch up, \$5.00 each.) Originated by Alfred N. Corrington. He did a good job.

Primrose Princess (Salbach.) Very large, stately, wide open primrose yellow. 5 to 7 open. Tall strong spike with long flower head. (L. 2—14c; 10—60c) (M. 10—30c) (S. 10—15c).

Prof. Slogteran (Holland.) Pure flesh pink; carmine feather. Straight spike. Large. (M. 2—14c; 10—60c) (S. 10—40c) (Blts. 40—25c).

Red Prince Unusual. Rich red decorative with velvety crimson throat. Edges ruffled. Not immense but good size. Tough straight spike. Habits good in every way. You will enjoy a few of these. My supply small. (L. 25c; 10—\$2.40) (M. 15c; 10—\$1.60) (S. 10c; 10—80c) (Blts. 18 for 25c; 100—\$1.00).

Redwood Beauty (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. Bulb-lets very hard to germinate. Better buy bulbs of this. (L. Each, \$2.00) (M. \$1.20) (S. 90c) (Blts. 20c; 10—\$1.60).

St. Lawrence (Christ-Nitchman.) Giant brilliant red. (L. Each, \$2.00) (M. \$1.25) (S. 80c) (Blts. 20c; 6 for \$1.00).

Sam's White Originated by Sam Fletcher, one of the most enthusiastic Glad fans I ever met. Sam had a number of splendid seedlings but never had time to introduce more than several. So far as I know, this immense white with attractive throat markings has never been named. I've grown it simply as "Sam's White." Am not naming or introducing it, nor selling it. Am going to give a bulb or bulblet to each of you who send me an order of \$1.00 or more this fall, for fall delivery. So long as my supply lasts. If this runs out I'll give you something else that's good. One bulblet will be sent gratis with a \$1.00 order. A large bulb will be sent with an order for \$10.00 or more. Medium or small bulb will be included with orders for \$3.00 to \$9.00. Maybe I'll have enough stock to be a bit more liberal. Can tell at digging time.

Schwaben Girl (Pf.) Pure pink without markings. Strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Solveig (Prestgard.) Large ruffled white with carmine feather. (L. Each, \$1.50) (M. \$1.00) (S. 50c) (Blts. 3 for 25c; 10 for 75c; 100—\$5.00).

Smiling Maestro (Christ.) Deep salmon - rose, flaked brown. Large exhibition type. (L. Each, 80c; 10—\$6.40) (M. 50c; 10—\$4.40) (S. 30c. 10—\$2.40) (Blts. 10 for 40c).

Sonatine (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfizer's best. (L. Each, \$1.00) (M. 60c) (S. 40c) (Blts. 4 for 25c; 100—\$5.00). (See page 24.)

Southern Cross (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 10 for 25c; 100—\$2.00).

Stately Lavender (Kinyon.) Soft pinkish lavender. Tall straight spike. 10 or more large blooms open. (L. 15c; 10—\$1.20) (M. 10c; 10—80c).

Sweetheart (Prestgard.) Lovely decorative white with pink edges. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 10—50c) (Blts. 10 for 25c; 100—\$2.00).

Taiaroa (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. Each, 75c) (M. 50c) (S. 30c) (Blts. 10—50c). (See page 24.)

Takina (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, roseline purple, lightly flaked darker. (L. Each, \$4.00) (M. \$2.50) (S. \$2.00) (Blts. 50c; 5—\$2.00). (See page 24.)

The Moor (Palmer.) Deep rose-red blooms, somewhat ruffled. (L. Each, 80c) (M. Each, 50c).

Toa (New Zealand.) Another large husky Glad from New Zealand. Tall, straight spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. Each, \$1.00) (M. 60c) (S. 40c) (Blts. 4—25c; 100—\$5.00). (See page 24.)

Vesper Bells (Nlg-Hg.) Small decorative buff, ruffled daintly. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 20—25c).

Whero (New Zealand.) Immense scarlet-red with darker flecks at outer edges. The large blooms are of good lasting substance. Stock very scarce in New Zealand and other countries. (L. Each, \$5.00) (M. \$3.50) (S. \$2.50) (Blts. 75c; 3—\$2.00). (See page 24.)

Long's Long Season Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/2 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a LONG SEASON OF BLOOM of a variety from the one planting.

Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty of bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a "Long chance."

Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of page.

ACADIA
AFLAME
AIDA
ALBATROSS
APRICOT GLOW
AVE MARIA
BAGDAD
BERTY SNOW
BETTY BROWN EYES
BETTY CO-ED
BETTY NUTHALL
BILL SOWDEN
BLUE ADMIRAL
BLUE DANUBE
BLUE TRIUMPHATOR
CHAMPLAIN
COMMANDER KOEHL
CORONATION
DAMASCUS
DEBONAIRE
DR. DURR
DR. MOODY
DUNA
EARLY DAWN
EDITH ROBSON
GATE OF HEAVEN
GIANT NYMPH
GOLDEN CUP
GOLD MINE
HELEN WILLS
JANET

J. VAN TETS
KING ARTHUR
LA PALOMA
LIBELLE
LUDWIGBEETHOVEN
MAID OF ORLEANS
MAMMOTH WHITE
MARJORIE MORRILL
MARMORA
MILDRED LOUISE
MINUET
MISS GREELEY
MOTHER MACHREE
MR. W. H. PHIPPS
OUR SELECTION
PELEGRINA
PICARDY
PIRATE
PRIMROSE PRINCES
RAMESES
RED PHIPPS
RED PRINCE
RIDEAU
SALBACH'S ORCHID
SALBACH'S PINK
STUTT GARDIA
SULTAN
SUNSHINE GIRL
VEILCHENBLAU
WASAGA
WURTEMBERGIA

Super Specials Any 5 Assortments for \$4.60. Any 10 for \$8.80, prepaid.

Only the varieties listed above can be supplied in Long Season Assortments.

LONG'S LONG SEASON ASSORTMENTS have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

Gladiolus Collections

\$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- | | |
|--------------------|------------------|
| 3 Aida | 6 Janet |
| 2 Ave Maria | 3 La Paloma |
| 5 Apricot Glow | 4 Mammoth White |
| 6 Bagdad | 3 Marmora |
| 4 Bertie Snow | 2 Minuet |
| 5 Betty Co-Ed | 6 Mother Machree |
| 3 Betty Brown Eyes | 2 Mrs. Sisson |
| 3 Betty Nuthall | 5 Our Selection |
| 3 Blue Danube | 2 Salsbach Pink |
| 3 Dr. Moody | 6 Sunshine Girl |
| 6 Commander Koehl | 3 Veilchenblau |

All the above, each labeled, \$3.30, prepaid.

\$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$2.20.

\$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Small, \$1.80.

\$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- | | |
|--------------------|---------------------|
| 5 Bagdad | 4 Jane Addams |
| 5 Betty Co-Ed | 7 Janet |
| 5 Betty Brown Eyes | 2 J. Van Tets |
| 4 Bill Sowden | 3 Maid of Orleans |
| 4 Blue Triumphator | 6 Miss Greeley |
| 2 Damascus | 7 Mother Machree |
| 4 Dr. Bennett | 5 Our Selection |
| 5 Early Dawn | 5 Picardy |
| 2 Emile Aubrun | 5 Rameses |
| 3 Early Sunrise | 7 Red Phipps |
| 2 Fata Morgana | 2 Salsbach's Orchid |
| 4 Gold Mine | 2 Stuttgartia |
| 3 Graf Zeppelin | 8 Sunshine Girl |

All the above, each labeled, \$5.00, prepaid.

\$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Medium, \$3.80.

\$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Small, \$2.90.

\$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- | | |
|--------------------|---------------------|
| 2 Amador | 5 Miss Greeley |
| 3 Champlain | 2 Mrs. Chase |
| 1 Coronation | 1 Pellegrina |
| 3 Betty Brown Eyes | 2 Pirate |
| 3 Debonair | 5 Primrose Princess |
| 3 Dr. Durr | 4 Rapture |
| 4 Edith Robson | 5 Red Phipps |
| 3 Gate of Heaven | 4 Rideau |
| 4 Golden Cup | 2 Schwaben Girl |
| 5 Helen Wills | 4 Star of Bethlehem |
| 3 King Arthur | 3 Sultan |
| 3 Libelle | 2 Sweetheart |
| 1 Marjorie Morrill | 4 Wasaga |
| 5 Mildred Louise | 4 Wurtembergia |

All the above, each labeled, \$8.00, prepaid.

\$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Medium, \$6.00.

\$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Small, \$4.00.

\$15.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- | | |
|------------------|---------------------|
| 1 Atherton | 1 Miss New Zealand |
| 2 Blue Admiral | 1 Pititi |
| 3 Champlain | 1 Premier Henry |
| 2 Debonair | 3 Rapture |
| 2 Duna | 1 Red Prince |
| 3 Early Dawn | 1 Redwood Beauty |
| 3 Gate of Heaven | 3 Salsbach's Orchid |
| 1 J. S. Bach | 1 Southern Cross |
| 3 King Arthur | 3 Sultan |
| 1 Lady Eaton | 3 Star of Bethlehem |
| 1 Linalee | 2 Toa |
| 1 Milford | 4 Wasaga |
| 4 Mildred Louise | 3 Wurtembergia |

All the above, each labeled, \$15.00, prepaid.

\$11.00 Labeled Col. "DD"

Same kinds and same number of bulbs as in Collection "D," but bulbs Medium, \$11.00.

\$8.00 Labeled Col. "DDD"

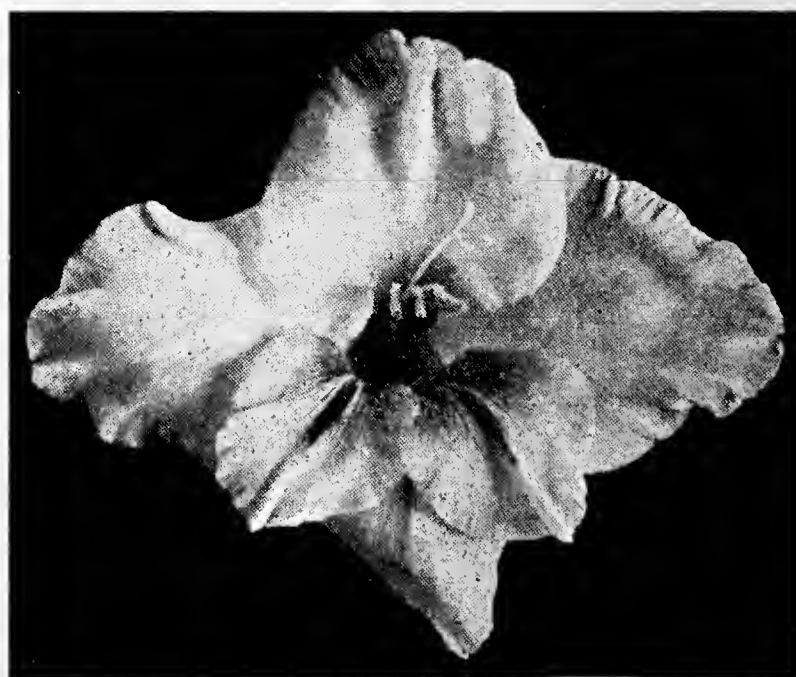
Same kinds and same number of bulbs as in Collection "D," but bulbs Small, \$8.00.

\$6.60 Rare Bulblet Col. "E"

- | | |
|--------------------|---------------------|
| 7 Atherton | 8 Pearl—Stuttgardia |
| 13 Blue Admiral | 7 Pititi |
| 3 D. A. Hay | 30 Polar Ice |
| 22 Edith Robson | 4 Premier Henry |
| 14 Gate of Heaven | 24 Red Prince |
| 6 Golden Cup | 2 St. Lawrence |
| 2 Heritage | 4 Smiling Maestro |
| 26 King Arthur | 9 Soratine |
| 5 Lady Eaton | 11 Southern Cross |
| 1 Makenu | 7 Star of Bethlehem |
| 1 Maunga | 8 Taiaroa |
| 6 Milford | 1 Takina |
| 2 Miss New Zealand | 11 Toa |
| 3 Mrs. E. A. Rides | 1 Whero |

Exhibition Mixed. Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00) (S. 25—30c; 50—55c; 100—\$1.00). Prepaid.

Early Bird Mixed. Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00) (M. 10—40c; 50—\$1.50; 100—\$2.80). Prepaid.



Favorite Gladiolus "Coronado" (Page 13).

Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

First shown in U. S. A. five years ago. Talk about a sensation! I first saw it at the National Glad Show in Des Moines, Iowa.

Since then Picardy has been on the tongue of every Glad fan. Many bought even at the high prices. Others have been saving up their pennies to invest in Picardy as soon as price is within reach.

That price has arrived, 'way ahead of schedule, for reasons I shall explain. Picardy increases amazingly fast. This accounts for prices coming down so rapidly. That's the explanation in a coupla nutshells.

"On your right you will see" a snapshot of Picardy, taken right out in the garden by one of my Minnesota customers. That's "Only the beginning—only the beginning." You can't imagine the lovely coloring and the giant size of the blossoms.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

Spike of Picardy grown from a "Long" bulb No. 2 size by W. W. Kurtz, Grand Rapids, Minn. The charming miss is Jane, daughter of Mr. and Mrs. Kurtz. Another snapshot of the same spike taken next day showed 10 big blooms, none wilted. Yes, "What a Glad!"

Picardy Bulbs, Prepaid

(5 at 10 rate, 25 at 100 rate)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	\$0.60	\$0.50	\$0.36	\$0.24	\$0.15	\$0.12
100	4.40	3.20	2.40	2.00	1.60	1.00

PICARDY BULBLETS, PREPAID

	100	1000
Jumbo or Extra Large.....	\$ 0.30	\$ 2.50
Mixed Sizes, but none small...	.15	1.20

Picardy, F. O. B. Boulder

(25 at 100 rate, 250 at 1000 rate)

Per 100—See wholesale list, page 27.

Per 1000—See wholesale list, page 28.



Picardy Specials—Long Season Assortments, Prepaid

\$1.00 Picardy Special

(3 No. 2) (15 No. 3) (16 No. 4) (16 No. 5). These 50 Picardy bulbs \$1.00, prepaid.

\$2.00 Picardy Special

(5 No. 2) (30 No. 3) (30 No. 4) (30 No. 5) (20 No. 6) (100 bulblets). All, \$2.00, prepaid.

\$3.00 Picardy Special

(30 No. 2) (30 No. 3) (30 No. 4) (30 No. 5) (30 No. 6) (400 bulblets). All, \$3.00, prepaid.

\$5.00 Picardy Special

(12 No. 1) (36 No. 2) (48 No. 3) (50 No. 4) (60 No. 5) (70 No. 6) (800 bulblets). \$5.00.

Scrambled Picardy Bulbs, "As Is," Specially Priced

One lot of my Picardy shows a sprinkling of Red Phipps, with also an occasional Bagdad. How in Sam Hill these rogues jumped the fence, into Picardy pasture, is more than I know.

I'm pricing these to you as below but without cleaning and sorting out the few bulbs damaged in digging and handling. Most of the roots will be knocked off when we run them, dry, through the graders. But you will have some work cleaning and sorting. Extra bulbs will be sent to cover any waste in sorting. Order early if want some, "as is."

Scrambled Picardy, Prepaid

	No. 3	No. 4	No. 5	No. 6
100	\$ 1.80	\$ 1.20	\$ 1.00	\$ 0.80
1000	14.00	10.00	8.00	6.00

Note: Most these bulbs, especially Nos. 3, 4 and 5, will bloom first year, so can be rogued and cleaned up nearly 100% the first season.

Mr. T. Girvan writes from Bridgeport, Conn., Aug. 29, 1934: "Wow, what a Glad! My Picardy from No. 2 bulb bought of 'JD' had 10 giant blooms out and 12 more to come. Glad fans here were amazed."

More Pretty Palmer Glads

My word, you might as well order some of these first as last. I tell you, they are large, lovely and lush. Strong growing, healthy plants. And such unusual, breathtaking colors!

Wasaga, Duna, Bagdad—what a trio! And Acadia, Coronation, Debonair, Champlain—all outstanding, for one cause or another.

Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. 500 bulblets at the 1000 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE. No item less than 15c. All plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blts. Per 1000
AFLAME	\$ 4.00	\$ 3.00	\$ 2.40	\$ 2.00	\$ 1.60	\$ 1.20	\$ 1.20
AIDA	4.00	3.00	2.40	2.00	1.60	1.50
ALBATROSS	5.00	4.00	3.00	2.00	2.50
AMADOR	14.00	10.00	3.00	6.00	5.00	4.00	10.00
APRICOT GLOW	3.00	2.00	1.60	1.20	.8060
AVE MARIA	4.00	3.00	2.00	1.60	1.20	1.00	1.20
BAGDAD	5.00	4.00	3.00	2.00	1.60	1.20	1.80
BERTY SNOW	3.80	3.00	2.40	1.80	1.40	1.00	.80
BETTY BROWN EYES	8.00	6.00	4.00	3.20	8.00
BETTY CO-ED	5.40	4.20	3.00	2.40	1.80	1.40	6.00
BETTY NUTHALL	4.00	3.00	2.00	1.60	1.2060
BILL SOWDEN	6.40	5.00	3.00	2.80	2.20	3.00
BLUE DANUBE	6.00	4.80	3.60	2.80	2.00	1.60	2.00
BLUE TRIUMPHATOR	6.00	4.80	3.60	2.80	2.00	2.40
CHARLES DICKENS	4.00	2.80	2.00	1.40	1.20	1.20
COMMANDER KOEHL	4.80	3.80	2.80	1.80	1.40	1.20	2.00
CORONADO	4.80	3.80	2.80	1.80	1.40	2.00
CORONATION	12.00	10.00	8.00	6.00	4.80	4.00	6.00
CORYPHEE	4.80	3.60	3.00	1.80	1.50
DAMASCUS	6.00	4.00	3.20	3.00	2.40
DEBONAIR	12.00	10.00	8.00	6.00	4.80	4.00	6.00
DR. BENNETT	4.00	3.00	2.00	1.60	1.20
DR. DURR	16.00	12.00	10.00	8.00	6.00	6.00
DR. MOODY	4.00	3.00	2.00	1.60	1.20	1.20
DR. NELSON SHOOK	4.00	3.90	2.40	1.60	1.00
DUNA	16.00	12.00	10.00	8.00	6.00	5.00	8.00
EARLY DAWN	16.00	12.00	10.00	7.00	6.00	4.40	8.00
EARLY SUNRISE	4.80	3.60	2.80	2.00	1.60	1.80
EDITH ROBSON	16.00	12.00	10.00	8.00	6.00	8.00
EMILE AUBRUN	5.00	4.00	3.00	2.40
FATA MORGANA	5.00	4.00	3.20	2.40	2.00	2.50
GATE OF HEAVEN	20.00	16.00	12.00	10.00	8.00	6.00	15.00
GIANT NYMPH	4.00	3.00	2.40	1.8060
GOLD EAGLE	4.00	3.00	2.40	1.60	1.00
GOLDEN CUP	16.00	12.00	10.00	9.00	7.00	6.00	20.00
GOLDEN DREAM	4.00	2.80	1.80	1.0060
GOLD MINE	6.40	4.80	3.60	2.80	2.20	1.60	4.00
GRAF ZEPPELIN	5.00	4.00	3.00	2.40	2.00	2.00
HELEN WILLS	4.80	3.60	2.40	1.80	1.40	1.20
JANE ADDAMS	4.80	3.60	3.00	2.40	2.00	1.50
JANET	4.40	3.60	2.80	2.00	1.60	1.20	1.60
J. VAN TETS	9.00	7.00	5.00	4.00	3.20	10.00
KING ARTHUR	20.00	16.00	12.00	10.00	8.00	6.00	10.00
LA PALOMA	4.80	3.60	2.40	2.00	1.20	1.00	1.00
LIBELLE	9.00	7.00	5.00	4.00	3.00	6.00
LINALEE	10.00	8.00	6.00	5.00
LONGFELLOW	4.40	3.20	2.40	1.20
LUDWIG BEETHOVEN	10.00	8.00	6.00	4.80	3.60	4.00
MAID OF ORLEANS	8.00	6.00	4.80	4.40	3.80	8.00
MAMMOTH WHITE	4.80	3.60	2.80	2.20	1.60	1.20	2.00
MARMORA	4.00	3.00	2.00	1.60	1.20	1.00	1.00
MILDRED LOUISE	16.00	12.00	10.00	8.00	6.00	5.00	12.00
MINUET	4.40	3.60	2.00	1.60	1.20	2.00
MISS DES MOINES	6.00	4.00	3.20	2.80	4.00
MISS GREELEY	6.40	4.80	3.60	2.40	2.00	1.60
MOROCCO	4.80	3.60	2.80	2.40	1.20
MOTHER MACHREE	4.40	3.20	2.00	1.60	1.20	1.00	1.00
MRS. P. W. SISSON	4.00	3.00	2.40	1.8080
MR. W. H. PHIPPS	4.00	3.00	2.40	1.60	1.00
OUR SELECTION	4.00	3.00	2.40	1.80	1.20	.80	1.00
PELEGRINA	12.00	10.00	8.00	6.00	5.00
PFITZER'S TRIUMPH	4.00	3.00	2.40	1.60	1.20	1.00
PICARDY	4.40	3.20	2.40	2.00	1.60	1.20	1.20
PIRATE	10.00	8.00	6.00	5.00	10.00
PRIMROSE PRINCESS	4.20	3.00	2.40	1.80	1.60	1.20	1.20
RAMESES	8.00	6.00	4.00	3.00	2.40	2.00	3.00
RAPTURE	10.00	8.00	6.00	4.00	3.00	6.00
RED PHIPPS	6.40	4.80	3.60	2.80	2.00	1.60
RIDEAU	8.00	6.00	4.80	3.20	2.80	2.40	5.00

Gladiolus Bulbs, Priced Per 100—Prepaid—Continued

Bulb Prices Per 100	Size 1	Size 2	Size 3	Size 4	Size 5	Size 6	Blts. Per 1000
	1½ In. Up	1¼-1½ Inches	1-1¼ Inches	¾-1 Inches	½-¾ Inches	¼-½ Inches	
SALBACH'S ORCHID.....	\$ 6.00	\$ 4.80	\$ 3.60	\$ 2.40	\$ 2.00	\$	\$ 2.50
SALBACH'S PINK.....	4.80	3.60	2.80	2.00	1.60	\$ 1.20	1.80
SCARLET WONDER.....	5.00	4.00	3.00	2.00	1.20
SCHWABEN GIRL.....	12.00	10.00	8.00	7.00	8.00
SPRAY OF GOLD.....	4.80	3.60	2.80	2.40	2.00	2.50
STUTTGARDIA.....	6.00	4.00	3.00	2.40	4.00
SULTAN.....	12.00	10.00	8.00	7.00	6.00	6.00
SUNSHINE GIRL.....	4.00	3.00	2.00	1.60	1.20	1.00	1.20
VEILCHENBLAU.....	3.20	2.80	2.00	1.40	1.0080
WASAGA.....	16.00	12.00	8.00	6.40	4.80	4.00	8.00
WURTEMBERGIA.....	10.00	8.00	6.00	5.00	4.00	5.00
EARLY BIRD MIXED.....	4.40	3.60	3.00	2.20	1.60	1.40	1.20
EXHIBITION MIXED.....	4.00	3.20	2.80	2.00	1.40	1.20	1.00

Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on the 100 or 1000 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1000		Pkt.	100	1000
Arcadia.....	\$0.25	\$1.00	\$ 8.00	Mother Machree.....	\$0.15	\$ 0.15	\$ 1.00
Aflame.....	.15	.15	1.20	Mrs. E. A. Rides.....	.25	8.00	...
Aida.....	.15	.20	1.50	Mrs. P. W. Sisson.....	.1580
Albatross.....	.20	.30	2.50	Mrs. Ray Chase.....	.25	.25	2.00
Amador.....	.20	1.20	10.00	Mr. W. H. Phipps.....	.15	.15	1.00
Apricot Glow.....	.1560	Orange Wonder.....	.20	.20	1.50
Ave Maria.....	.15	.15	1.20	Our Selection.....	.15	.15	1.00
Bagdad.....	.20	.20	1.80	Pelegrina.....	.25	1.00	8.00
Berty Snow.....	.1580	Pfitzer's Triumph.....	.15	.15	1.00
Betty Brown Eyes.....	.15	1.00	8.00	Picardy.....	.15	.15	1.20
Betty Co-Ed.....	.15	.80	6.00	Pirate.....	.25	1.20	10.00
Betty Nuthall.....	.1560	Pititi.....	.25	16.00	...
Bill Sowden.....	.20	.40	3.00	Premier Henry.....	.25	10.00	...
Blue Admiral.....	.25	4.00	36.00	Primrose Princess.....	.15	.15	1.20
Blue Danube.....	.15	.25	2.00	Rameses.....	.20	.35	3.00
Blue Triumphator.....	.15	.30	2.40	Rapture.....	.25	1.00	8.00
Champlain.....	.50	6.00	48.00	Red Prince.....	.25	1.00	8.00
Chas. Dickens.....	.15	.15	1.20	Rideau.....	.20	.60	5.00
Commander Koehl.....	.15	.25	2.00	Ruffled Gold.....	.25	.25	2.00
Coronado.....	.15	.25	2.00	Salbach's Orchid.....	.25	.30	2.50
Coronation.....	.25	.80	6.00	Salbach's Pink.....	.20	.20	1.80
Coryphee.....	.15	.20	1.50	Scarlet Wonder.....	.15	.15	1.20
Damascus.....	.20	.30	2.40	Schwaben Girl.....	.25	1.00	8.00
Debonair.....	.25	.80	6.00	Solveig.....	.25	5.00	...
Dr. Bennett.....	.15	.15	1.20	Sonatine.....	.25	4.00	32.00
Dr. Durr.....	.20	.70	6.00	Southern Cross.....	.25	2.00	16.00
Dr. Moody.....	.15	.15	1.20	Spray of Gold.....	.25	.30	2.50
Dr. Shook.....	.15	...	1.00	Star of Bethlehem.....	.25	7.00	60.00
Duna.....	.25	1.00	8.00	Stately Lavender.....	.25	1.80	15.00
Early Dawn.....	.25	1.00	8.00	Stuttgardia.....	.20	.50	4.00
Early Sunrise.....	.20	.20	1.80	Souvenir.....	.1560
Edith Robson.....	.25	1.00	8.00	Sultan.....	.25	.75	6.00
Fata Morgana.....	.20	.30	2.50	Sunshine Girl.....	.15	.15	1.20
Gate of Heaven.....	.25	2.00	15.00	Sweetheart.....	.25	2.00	16.00
Giant Nymph.....	.1560	Toa.....	.25	5.00	40.00
Golden Cup.....	.25	2.50	20.00	Veilchenblau.....	.15	.15	1.20
Golden Dream.....	.1560	Vesper Bells.....	.25	1.00	...
Gold Eagle.....	.15	.15	1.00	Wasaga.....	.25	1.00	8.00
Gold Mine.....	.20	.50	4.00	Winged Victory.....	.20	.20	1.60
Graf Zeppelin.....	.20	.25	2.00	Wurtembergia.....	.30	.60	5.00
Helen Wills.....	.15	.15	1.20				
Heritage.....	.25	8.00	...				
Inspiration.....	.25	2.00	16.00				
Jane Addams.....	.20	.20	1.50				
Janet.....	.20	.20	1.60				
J. Van Tets.....	.25	1.20	10.00				
King Arthur.....	.25	1.20	10.00				
Lady Eaton.....	.25	10.00	...				
La Paloma.....	.15	.15	1.00				
Libelle.....	.25	.75	6.00				
Loyalty.....	.15	.25	2.00				
L. Beethoven.....	.20	.50	4.00				
Maid of Orleans.....	.25	1.00	8.00				
Mammoth White.....	.15	.25	2.00				
Marjorie Morrill.....	.25	2.50	...				
Marmora.....	.15	.15	1.00				
Mildred Louise.....	.25	2.00	12.00				
Milford.....	.50	10.00	...				
Minuet.....	.25	.25	2.00				
Miss Des Moines.....	.25	.50	4.00				
Miss New Zealand.....	1.00	25.00	...				
Morocco.....	.15	.15	1.20				

How to Germinate Bulblets

Glad bulblets vary in size, according to variety. Some naturally quite small. Others run larger.

I grade all bulblets, sending no tiny or pee-wee, and no overstuffed or jumbo (except Picardy, page 21).

Germinating bulblets is a gamble. Even growers of long experience fail at times. For this reason, I do not much encourage the buying of bulblets, nor do I guarantee any to germinate, though most customers do succeed with them.

With each bulblet order I send special instructions, "How to Germinate Bulblets." Very helpful and valuable.

Bulblet prices may look exactly alike in print. But often great difference in value, according to how pure the stock and how large the bulblets AVERAGE.

Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. ALL PLAINLY LABELED.

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges. See page 12.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
ACADIA	Each \$.25	\$.20	\$.15	\$.12	\$.10	20..\$.25
	Ten	2.00	1.60	1.20	1.10	.80	100.. 1.00
ARABELLA	Each	2.50	2.00	1.50	1.25	1.00	\$.80	3.. .50
	Ten	20.00	16.00	12.00	10.00	8.00	6.40	10.. 1.25
ATHERTON	Each	.50	.40	.35	.30	.25	.20	6.. .25
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100.. 3.00
BLUE ADMIRAL	Each	.75	.60	.40	.35	.30	.25	10.. .50
	Ten	8.00	6.00	4.80	3.20	2.40	2.00	100.. 4.00
CHAMPLAIN	Each	.80	.60	.50	.40	.30	.25	7.. .50
	Ten	6.40	4.80	4.00	3.20	2.40	2.00	100.. 6.00
CORONATION	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	.60	.50	100.. .80
D. A. HAY	Each	1.25	1.00	.75	.60	.50	.40	3.. .25
	Ten	10.00	8.00	6.00	4.80	4.00	3.20	100.. 6.00
DEBONAIRE	Each	.25	.20	.15	.10	25.. .25
	Ten	2.00	1.60	1.20	.80	.60	.50	100.. .80
DO-X	Each	2.00	1.50	1.25	1.00	.80	.70	3.. .50
DUNA	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	.60	.50	100.. 1.00
EDITH ROBSON	Each	.25	.20	.15	.12	.10	20.. .25
	Ten	2.00	1.60	1.20	1.00	.80	100.. 1.00
GATE OF HEAVEN	Each	.30	.25	.20	.15	.12	.10	10.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 2.00
GOLDEN CUP	Each	.25	.20	.15	.12	.10	8.. .25
	Ten	2.00	1.60	1.20	1.00	.90	.70	100.. 2.50
HERCULES	Each	.75	.60	.50	.40
INSPIRATION	Each	.25	.20	.15	.12	.10
	Ten	2.00	1.60	1.20	1.00	.80
JOHANN STRAUSS	Each	2.00	1.75	1.50	1.25	1.00	.80	3.. .50
KING ARTHUR	Each	.30	.25	.20	.15	.12	.10	20.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.20
LADY EATON	Each	1.00	.80	.60	.50	.40	.35	2.. .25
LINDESTA	Each	.30	.25	.20	.15	.12	.10	20.. .25
MAID OF ORLEANS	Ten	1.00	.80	.60	.50	.40	20.. .25
	100	8.00	6.00	4.80	4.40	3.80	100.. 1.00
MAUNGA	Each	5.00	4.00	3.00	2.50	2.25	2.00	1.. .60
	Ten	40.00	32.00	24.00	20.00	18.00	16.00	10.. 4.00
MILFORD	Each	2.00	1.50	1.25	1.00	.80	.70	3.. .50
	Ten	16.00	12.00	10.00	8.00	6.40	5.60	100.. 10.00
MISS NEW ZEALAND	Each	4.00	3.50	3.00	2.75	2.50	2.25	3.. 1.00
MRS. RAY CHASE	Each	.20	.15	.12	.10	100.. .25
PELEGRINA	Ten	1.20	1.00	.80	.70	.60	.50	100.. .80
PITITI	Each	3.50	3.00	2.50	2.00	1.50	1.25	10.. 2.00
	Ten	28.00	24.00	20.00	16.00	12.00	10.00	100.. 16.00
PREMIER HENRY	Each	1.00	.80	.60	.50	.40	.35	2.. .25
RED PRINCE	Each	.30	.25	.20	.15	.12	.10	18.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.00
SOLVEIG	Each	2.00	1.50	1.25	1.00	.75	.50	10.. .75
STAR OF BETHLEHEM	Each	.60	.50	.40	.35	.30	.25	3.. .25
	Ten	4.80	4.00	3.20	2.80	2.40	2.00	100.. 7.00
SONATINE	Each	1.25	1.00	.75	.60	.50	.40	4.. .25
	Ten	10.00	8.00	6.00	4.80	4.00	3.20	100.. 5.00
SOUTHERN CROSS	Each	.30	.25	.20	.15	.12	.10	10.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 2.00
SWEETHEART	Ten	1.40	1.20	1.00	.75	.60	.50	10.. .25
	100	10.00	8.00	7.00	6.00	5.00	4.00	100.. 2.00
TAIAROA	Each	1.00	.75	.60	.50	.40	.30	10.. .50
	Ten	8.00	6.00	4.80	4.00	3.20	2.40	100.. 4.00
TAKINA	Each	5.00	4.00	3.00	2.50	2.25	2.00	1.. .50
	Ten	40.00	32.00	24.00	20.00	18.00	16.00	10.. 4.00
TIP TOP	Each	.75	.60	.50	.40	.35	.30
TOA	Each	1.25	1.00	.75	.60	.50	.40	4.. 1.25
	Ten	10.00	8.00	6.00	4.80	4.00	3.20	100.. 5.00
WASAGA	Each	.25	.20	.15	.10	20.. .25
	Ten	2.00	1.60	1.20	.80	.60	.50	100.. 1.00
	100	16.00	12.00	8.00	6.40	4.80	4.00	1000.. 8.00
WHERO	Each	6.00	5.00	4.00	3.50	3.00	2.50	1.. .75
	Ten	48.00	40.00	32.00	28.00	24.00	20.00	3.. 2.00

THE J·D·LONG SEED COMPANY
BOULDER, COLORADO

COLORADO Customers: Please Add State Sales Tax. Thanks.

TERMS: Cash with order, or 25% cash, balance C. O. D.

ORDER BLANK—Continued

QUANTITY	NAME	VARIETY	Amt. Brought Forward	
Total Amount Enclosed			→	

SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

Gladlolus Wholesale Prices per 100 F. O. B. Boulder

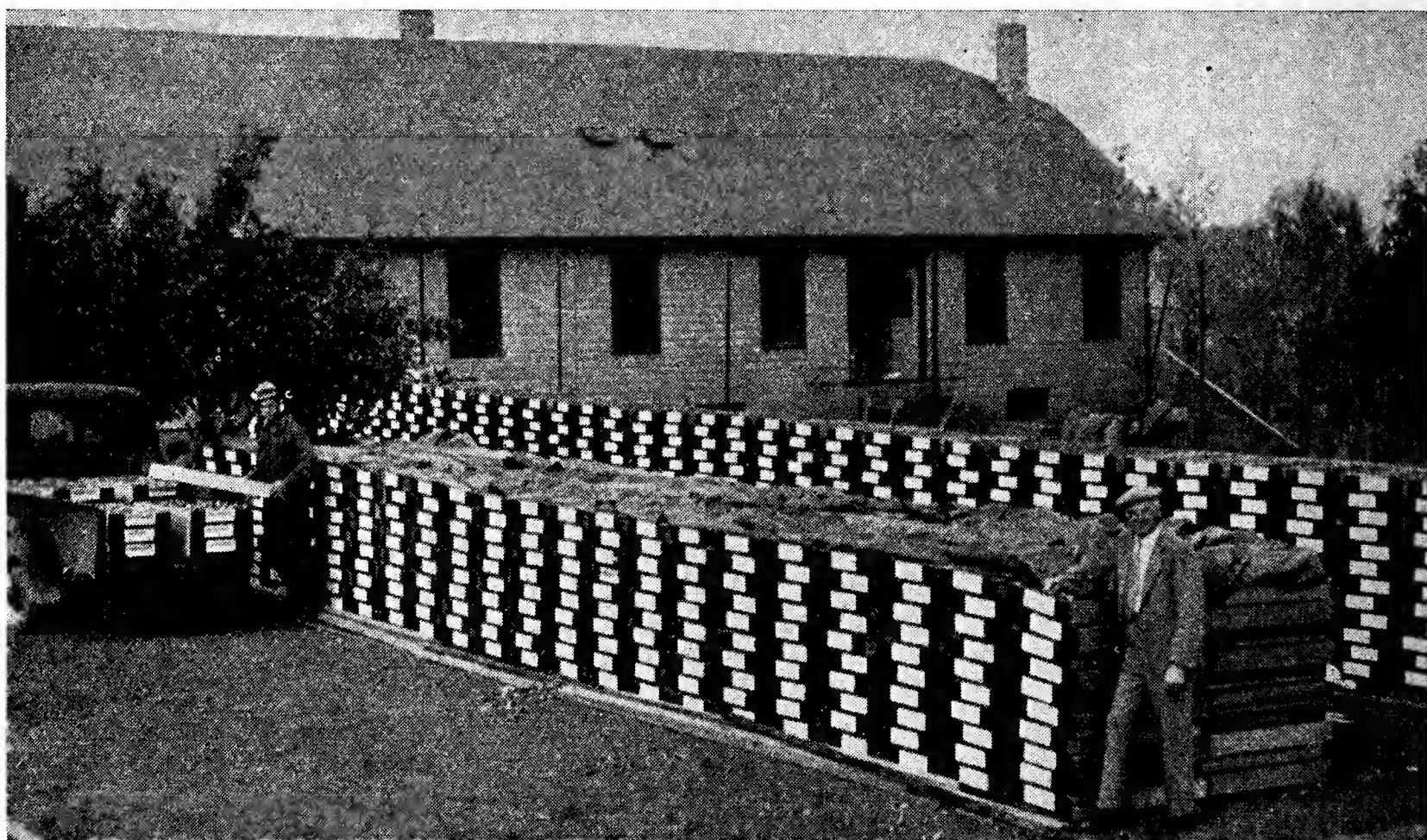
25 or more bulbs at the 100 rate. Pint bulblets at quart rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, **UNLESS YOU REQUEST OTHERWISE. TERMS:** See page 12. All bulbs plainly labeled.

Bulb Prices Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches	Blts. Per Qt.
AFLAME	\$ 2.20	\$ 1.80	\$ 1.40	\$ 1.20	\$ 4.00
AIDA	2.40	1.90	1.60	1.20	\$ 1.00	\$.80	3.60
ALBATROSS	3.80	3.00	2.40	1.80	1.20
AMADOR	10.00	8.00	6.00	5.00	4.00
APRICOT GLOW	1.80	1.40	1.10	.80	1.80
AVE MARIA	2.40	2.00	1.60	1.20	1.00	.70	3.00
BAGDAD	4.00	3.00	2.00	1.60	1.20	1.00	4.80
BERTY SNOW	2.00	1.60	1.40	1.20	1.00	2.80
BETTY BROWN EYES	6.00	4.00	3.20	2.40	1.80
BETTY CO-ED	4.00	3.00	2.40	1.80	1.20	1.00	12.00
BETTY NUTHALL	2.00	1.60	1.20	1.00	.80	.70	2.00
BILL SOWDEN	5.00	4.00	3.00	2.40	1.80	9.00
BLUE DANUBE	4.40	3.60	2.80	2.00	1.60	1.20	6.00
BLUE TRIUMPHATOR	4.40	3.60	2.80	2.00	1.60	7.00
CHARLES DICKENS	2.40	1.80	1.40	1.20	1.00	3.60
COMMANDER KOEHL	3.80	2.80	1.80	1.40	1.20	1.00	6.00
CORONADO	3.60	2.40	2.00	1.60
CORYPHEE	3.60	2.40	2.00	1.60
DAMASCUS	4.80	3.60	2.80	2.20
DR. BENNETT	2.40	1.90	1.60	1.20	3.00
DR. DURR	12.00	10.00	8.00	6.40	5.00
DR. MOODY	2.20	1.80	1.40	1.20	1.00
DR. SHOOK	2.40	2.00	1.60	1.40	1.20
EARLY DAWN	12.00	9.00	7.20	6.00	5.00	4.00	25.00
EARLY SUNRISE	2.80	2.20	1.80	1.40	1.20
EDITH ROBSON	12.00	10.00	8.00	6.40	4.80	24.00
EMILE AUBRUN	2.80	2.20	1.80	1.40
FATA MORGANA	3.60	2.80	2.40	2.00
GATE OF HEAVEN	16.00	12.00	10.00	8.00	6.40	48.00
GIANT NYMPH	2.00	1.60	1.20	1.00	.80	2.80
GOLDEN DREAM	2.00	1.60	1.20	1.00	2.40
GOLD MINE	4.80	3.60	2.80	2.00	1.60	1.40	10.00
GRAF ZEPPELIN	4.00	3.00	2.40	1.80
HELEN WILLS	2.80	2.20	1.80	1.40	1.20	1.00	4.00
JANE ADDAMS	3.00	2.40	2.00	1.60	5.00
JANET	2.80	2.20	1.80	1.40	1.20	.80	4.80
J. VAN TETS	7.20	5.60	4.20	3.60	3.00
KING ARTHUR	16.00	12.00	10.00	8.00	7.00	5.00	25.00
LA PALOMA	3.20	2.40	1.80	1.20	1.00	3.60
LIBELLE	7.00	5.60	4.20	3.60	2.60	18.00
LONGFELLOW	2.80	2.20	1.60	1.40
L. BEETHOVEN	8.00	6.00	4.80	3.60
MAID OF ORLEANS	6.00	4.80	4.00	3.60	3.20	25.00
MAMMOTH WHITE	3.20	2.80	2.00	1.40	1.20	1.00	6.40
MARMORA	2.20	1.80	1.40	1.20	1.00	.80	2.80
MILDRED LOUISE	12.00	10.00	8.00	6.00	5.00	4.00	40.00
MINUET	2.40	1.80	1.40	1.20	1.00	.90	5.00
MISS GREELEY	4.80	4.00	3.60	2.40	1.60	1.20
MOROCCO	2.80	2.20	1.80	1.40	1.20
MOTHER MACHREE	3.00	2.20	1.60	1.20	1.00	.80	3.60
MRS. P. W. SISSON	2.40	1.80	1.40	1.20	1.00
MR. W. H. PHIPPS	2.20	1.60	1.20	1.00	2.40
OUR SELECTION	2.40	1.80	1.40	1.20	1.00	.80	3.60
PFITZER'S TRIUMPH	2.40	1.80	1.40	1.20
PICARDY	3.00	2.40	2.00	1.60	1.20	.80	3.60
PRIMROSE PRINCESS	2.40	1.80	1.40	1.20	1.00	4.00
RAMESES	6.00	4.20	3.00	2.40	2.00	1.60	10.00
RAPTURE	8.00	6.00	4.00	3.20	2.40
RED PHIPPS	4.80	4.00	3.60	2.40	1.60	1.20
RIDEAU	7.00	5.00	3.60	2.80	2.40	15.00
SALBACH ORCHID	4.80	3.60	2.40	2.00
SALBACH PINK	3.00	2.40	2.00	1.60	4.00
SPRAY OF GOLD	3.80	2.40	2.00	1.60
STUTTGARDIA	4.80	3.60	2.40	2.00	15.00
SOUVENIR	2.00	1.60	1.20	1.00
SULTAN	10.00	8.40	6.80	6.00	20.00
SUNSHINE GIRL	2.00	1.60	1.20	1.00	.80	3.60
VEILOCHENBLAU	2.40	2.00	1.60	1.20	3.60
WASAGA	14.00	10.00	6.00	5.00	4.00	3.60	25.00
WURTEMBERGIA	9.00	7.00	5.40	4.20	3.80
EARLY BIRD MIXTURE	3.10	2.30	1.90	1.50	4.00
EXHIBITION MIXTURE	2.80	2.10	1.70	1.30	1.10	.90	3.60

Gladiolus Wholesale Prices per 1000 F. O. B. Boulder

250 or more bulbs at the 1000 rate. **TERMS:** See page 12. All bulbs plainly labeled.

Bulb Prices Per 1000	Size 1	Size 2	Size 3	Size 4	Size 5	Size 6
	1 ½ In. Up	1 ¼ - 1 ½ Inches	1 - 1 ¼ Inches	¾ - 1 Inches	½ - ¾ Inches	¼ - ½ Inches
AIDA		\$16.00	\$12.00	\$10.00	\$ 8.00	\$ 7.00
APRICOT GLOW	\$14.00	12.00	10.00
AVE MARIA		16.00	12.00	10.00	8.00	6.40
BAGDAD	32.00	24.00	16.00	12.00	10.00	8.00
BETTY CO-ED	32.00	24.00	16.00	12.00	10.00	8.00
BETTY NUTHALL	16.40	12.80	10.00	8.00	7.00	6.00
BLUE DANUBE	36.00	28.00	24.00	16.00	12.00	9.00
BLUE TRIUMPHATOR	36.00	28.00	24.00
COMMANDER KOEHL	32.00	24.00	16.00	12.00	10.00	8.00
FATA MORGANA	32.00	24.00	20.00
GOLDEN DREAM	16.00	12.00	10.00	8.00	6.00	5.00
JANET	24.00	18.00	16.00	12.00	10.00
MAID OF ORLEANS	50.00	40.00	36.00	30.00	28.00
MAMMOTH WHITE	28.00	24.00	17.00	13.00	10.00	8.00
MILDRED LOUISE		80.00	60.00	50.00	40.00	30.00
MISS GREELEY	36.00	28.00	20.00	15.00	12.00	9.00
MOTHER MACHREE	28.00	20.00	14.00	10.00	8.00
OUR SELECTION	20.00	16.00	10.00	9.00	7.00	6.00
PICARDY	25.00	20.00	15.00	12.00	9.00	7.00
PRIMROSE PRINCESS	20.00	16.00	12.00	10.00	8.00
RAMESES	50.00	37.00	26.00	21.00
RED PHIPPS	36.00	28.00	20.00	15.00	12.00	9.00
SUNSHINE GIRL	16.00	13.00	10.00	9.00
EARLY BIRD MIXTURE	26.00	19.00	15.00	13.00
EXHIBITION MIXTURE	22.00	18.00	14.00	10.00



When the Frost is on the Pumpkin and the Glads are in the Trays

This picture was taken **LAST** fall, "When the frost was on the pumpkin." Soon after my 1935 fall catalogue is mailed this fall, history will repeat itself.

We shall be digging, curing, cleaning, grading and putting up the Glad orders sold at Digging Time Prices for fall delivery.

Wish you could see just how well equipped we are to handle Glads from the time they are planted until the new crop of bulbs is wrapped for sending to my customers all over the United States and some foreign countries.

See those long racks of trays? Every tray is "AIR CONDITIONED." The bottom is made of fine galvanized wire—the screens be-

ing fine enough to prevent even tiny bulblets from sifting through and mixing with other varieties, yet coarse enough to admit the free circulation of Colorado's celebrated light mountain air and ozone!

The bulbs begin curing outdoors, then go to airy storage rooms in the big bulb house in background. Very heavy brown canvas sheets are always on hand to cover the trays at night, if needed to protect against Jack Frost as he prowls around, looking for pumpkins.

During digging time we have a gang of 20 to 25—neighbors who have helped me for years. They understand how very important it is to avoid mixing or damage to bulbs.

Cafeteria or "Help Yourself" Collections, Prepaid

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

FIRST. Not more than one of any item in any one collection.

SECOND. Items must be taken as listed. Don't split any.

THIRD. Smallest collection must amount to 8 items for \$3.00. All Bulbs plainly labeled.

The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

PRICES FOR "HELP YOURSELF" COLLECTIONS. (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) **ALL PREPAID.**

HY 1 Aflame, 10 No. 2	HY 61 Gate of Heaven, 3 No. 3	HY 121 M. Machree, 7 No. 1
HY 2 Aflame, 13 No. 3	HY 62 Gate of Heaven, 4 No. 4	HY 122 M. Machree, 10 No. 2
HY 3 Aida, 10 No. 2	HY 63 Gate of Heaven, 5 No. 5	HY 123 M. Machree, 15 No. 3
HY 4 Aida, 13 No. 3	HY 64 G. of Heaven, 20 Blts.	HY 124 M. Machree, 21 No. 4
HY 5 Aida, 18 No. 4	HY 65 Golden Cup, 1 No. 1	HY 125 M. Machree, 26 No. 5
HY 6 Aida, 25 No. 5	HY 66 Golden Cup, 2 No. 3	HY 126 Our Selection, 8 No. 1
HY 7 Apricot Glow, 10 No. 1	HY 67 Gold Mine, 5 No. 1	HY 127 Our Selection, 12 No. 2
HY 8 Apricot Glow, 16 No. 2	HY 68 Gold Mine, 7 No. 2	HY 128 Our Selection, 15 No. 3
HY 9 Apricot Glow, 22 No. 3	HY 69 Gold Mine, 10 No. 3	HY 129 Our Selection, 21 No. 4
HY 10 Atherton, 1 No. 1	HY 70 Gold Mine, 90 Blts.	HY 130 Picardy, 8 No. 2
HY 11 Atherton, 12 Blts.	HY 71 Helen Wills, 7 No. 1	HY 131 Picardy, 12 No. 3
HY 12 Ave Maria, 18 No. 4	HY 72 Helen Wills, 10 No. 2	HY 132 Picardy, 16 No. 4
HY 13 Bagdad, 6 No. 1	HY 73 Helen Wills, 13 No. 3	HY 133 Picardy, 21 No. 5
HY 14 Bagdad, 9 No. 2	HY 74 Helen Wills, 17 No. 4	HY 134 Pititi, 3 Blts.
HY 15 Bagdad, 13 No. 3	HY 75 Helen Wills, 22 No. 5	HY 135 Prim. Princess, 8 No. 1
HY 16 Bagdad, 20 No. 4	HY 76 Jane Addams, 7 No. 1	HY 136 Prim. Princess, 11 No. 2
HY 17 Berty Snow, 18 No. 4	HY 77 Jane Addams, 10 No. 2	HY 137 Prim. Princess, 14 No. 3
HY 18 Betty B. Eyes, 6 No. 1	HY 78 Janet, 9 No. 1	HY 138 Prim. Princess, 18 No. 4
HY 19 Betty B. Eyes, 8 No. 2	HY 79 Janet, 12 No. 2	HY 139 Rameses, 4 No. 1
HY 20 Betty B. Eyes, 11 No. 3	HY 80 Janet, 16 No. 3	HY 140 Rameses, 6 No. 2
HY 21 Betty B. Eyes, 13 No. 4	HY 81 J. Van Tets, 3 No. 1	HY 141 Rameses, 9 No. 3
HY 22 Betty Co-Ed, 8 No. 1	HY 82 J. Van Tets, 4 No. 2	HY 142 Rameses, 12 No. 4
HY 23 Betty Co-Ed, 11 No. 2	HY 83 J. Van Tets, 6 No. 3	HY 143 Red Phipps, 7 No. 2
HY 24 Betty Co-Ed, 15 No. 3	HY 84 J. Van Tets, 9 No. 4	HY 144 Red Phipps, 9 No. 3
HY 25 Betty Nuthall, 11 No. 2	HY 85 King Arthur, 2 No. 2	HY 145 Red Phipps, 12 No. 4
HY 26 Bill Sowden, 7 No. 2	HY 86 King Arthur, 3 No. 3	HY 146 Red Phipps, 16 No. 5
HY 27 Bill Sowden, 11 No. 3	HY 87 King Arthur, 4 No. 4	HY 147 Rideau, 6 No. 3
HY 28 Blue Admiral, 1 No. 3	HY 88 King Arthur, 40 Blts.	HY 148 Rideau, 10 No. 4
HY 29 Blue Admiral, 2 No. 5	HY 89 La Paloma, 7 No. 1	HY 149 Rideau, 13 No. 5
HY 30 Blue Admiral, 8 Blts.	HY 90 La Paloma, 11 No. 2	HY 150 Rideau, 70 Blts.
HY 31 Blue Danube, 13 No. 4	HY 91 La Paloma, 14 No. 3	HY 151 Salbach Orc'd, 5 No. 1
HY 32 Blue Danube, 20 No. 5	HY 92 Libelle, 4 No. 2	HY 152 Salbach Orc'd, 7 No. 2
HY 33 Champlain, 1 No. 2	HY 93 Libelle, 6 No. 3	HY 153 Salbach Orc'd, 10 No. 3
HY 34 Champlain, 2 No. 5	HY 94 Maid of Orleans, 5 No. 2	HY 154 Salbach Orc'd, 14 No. 4
HY 35 Champlain, 5 Blts.	HY 95 Maid of Orleans, 7 No. 3	HY 155 Salbach Pink, 11 No. 3
HY 36 Com. Koehl, 10 No. 2	HY 96 M. of Orleans, 10 No. 4	HY 156 Salbach Pink, 17 No. 4
HY 37 Com. Koehl, 14 No. 3	HY 97 M. of Orleans, 30 Blts.	HY 157 Star of Bethl'm, 1 No. 3
HY 38 Com. Koehl, 20 No. 4	HY 98 Mam. White, 7 No. 1	HY 158 Star of Bethl'm, 2 No. 5
HY 39 Com. Koehl, 27 No. 5	HY 99 Mam. White, 10 No. 2	HY 159 Star of Bethl'm, 5 Blts.
HY 40 Debonaire, 2 No. 2	HY 100 Mam. White, 14 No. 3	HY 160 Sultan, 3 No. 2
HY 41 Debonaire, 31 Blts.	HY 101 Mam. White, 17 No. 4	HY 161 Sultan, 4 No. 3
HY 42 Dr. Durr, 3 No. 2	HY 102 Marj. Morrill, 2 No. 2	HY 162 Sultan, 5 No. 4
HY 43 Dr. Durr, 4 No. 3	HY 103 Mar. Morrill, 3 No. 3	HY 163 Sunshine Girl, 9 No. 1
HY 44 Dr. Moody, 10 No. 2	HY 104 Marmora, 11 No. 2	HY 164 Sunshine Girl, 12 No. 2
HY 45 Dr. Moody, 16 No. 3	HY 105 Marmora, 15 No. 3	HY 165 Sunshine Girl, 16 No. 3
HY 46 Dr. Moody, 22 No. 4	HY 106 Mildred Louise, 2 No. 2	HY 166 Toa, 1 No. 5
HY 47 Dr. Moody, 27 No. 5	HY 107 Mildred Louise, 3 No. 3	HY 167 Toa, 7 Blts.
HY 48 Duna, 2 No. 2	HY 108 Mildred Louise, 4 No. 4	HY 168 Veilchenblau, 8 No. 1
HY 49 Duna, 4 No. 4	HY 109 Mildred Louise, 5 No. 5	HY 169 Veilchenblau, 11 No. 2
HY 50 Early Dawn, 3 No. 2	HY 110 Mildred Louise, 21 Blts.	HY 170 Wasaga, 2 No. 1
HY 51 Early Dawn, 4 No. 3	HY 111 Milford, 3 Blts.	HY 171 Wasaga, 3 No. 2
HY 52 Early Dawn, 6 No. 4	HY 112 Minuet, 7 No. 1	HY 172 Wasaga, 4 No. 3
HY 53 Early Dawn, 8 No. 5	HY 113 Minuet, 9 No. 2	HY 173 Wasaga, 5 No. 4
HY 54 Early Dawn, 50 Blts.	HY 114 Minuet, 14 No. 3	HY 174 Wasaga, 6 No. 5
HY 55 Edith Robson, 3 No. 2	HY 115 Minuet, 20 No. 4	HY 175 Wurtembergia, 4 No. 2
HY 56 Edith Robson, 4 No. 3	HY 116 Miss Greeley, 5 No. 1	HY 176 Wurtembergia, 5 No. 3
HY 57 Edith Robson, 55 Blts.	HY 117 Miss Greeley, 7 No. 2	HY 177 Yel. Perfection, 4 No. 1
HY 58 Fata Morgana, 7 No. 1	HY 118 Miss Greeley, 9 No. 3	HY 178 Yel. Perfection, 5 No. 2
HY 59 Fata Morgana, 10 No. 2	HY 119 Miss Greeley, 12 No. 4	HY 179 Early B'd Mix., 10 No. 2
HY 60 Gate of Heaven, 2 No. 2	HY 120 Miss N. Zealand, 1 Blt.	HY 180 Exhib'n Mix., 15 No. 3



Plenty Palmer's Pink Picardy.

But I know better. This would not supply my customers. So I have several other plantings as large as this. It's a case of "The More the Merrier."

"Believe it or not," this glorious sea of Pink Picardy was produced from medium and small bulbs. And, as with my Red Phipps field on page 32, thousands of spikes were cut and shipped all over the West, before this picture was taken. As the fisherman would say, "The big ones got away." First to bloom always the largest spikes.

"J. D. Sez, Sez 'e"

As you see, I've given considerable space in this catalogue to Culture of Fall Bulbs, Iris and Peonies. Glad to do this, though had to "bile down" many descriptions of these favorite flowers in order to make room for cultural suggestions.

But when it comes to Glads, there is so much to be said about their care and culture that I can't afford to add the many extra pages in catalogue that would be required to give as much information as you wish and should have.

So I've written a special booklet, entitled GLAD GOSSIP. This is a 24-page booklet, 3½ by 6¼ inches, packed full of the best and latest information on growing Glads and successfully controlling diseases and pests.

The thrips problem is given special attention and considerable space. You do what I tell you to do, in this booklet, and you can "lick the thrips" as many growers are now licking them.

The price of GLAD GOSSIP is 10 cents. I have no apology whatever for making this nominal charge. The price should be at least 25 cents. Positively worth dollars to the average grower, either amateur or professional.

Glad Gossip free with a Glad order amounting to \$1.00 or over. Otherwise 10c. One reason I charge for this booklet is that I firmly believe you will read it more carefully and get more good from it if it costs you something than if it were as free as ordinary advice usually is.

My Digging Time Prices are not intended to be sensationally low, though very fair and reasonable for the quality and amount of stocks of various varieties available in the U. S. A.

I must consider competitors as well as customers. All are my friends and I wish all of them well. It wouldn't be nice for me to cut and slash and demoralize prices. That's a poor way to try to build up a permanent business and good will.

I've sold Glads 27 years. Over and over I've said if orders not satisfactory, return at once at my expense for full refund. Only several have ever come back, and then on account of misunderstanding rather than value or quality.

Do your own thinking. Must be good reasons why my customers stay with me and tell others.

My Fall Glad customers do get extra value not seen in my printed price lists. In appreciation of your helping me deliver part of my

That's what you think—maybe—when you see this snapshot of one of my Picardy plantings.

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crop in the fall and early winter I send you liberal over-count and other extras not offered or promised in my price making. You help me—I help you. We both win.

"Stalling all cars!" That's about what happens when my Glad fields are in bloom along the main highway. Well, I can't blame 'em so long as people do love the sight of beautiful flowers.

Take a tip from me—JD. Coast slowly through that list of 180 items on page 29 and discover the values offered in "Help Yourself" Collections. I invented this system of serving yourself in making up Collections. Have given such good values that not one customer has ever indicated anything but satisfaction.

"There hain't no sich colors" in Glads! That's what we all thought up to a few years ago. But PALMER showed us when he gave us Duna, Bagdad and Wasaga. Gee whiz, if you hain't seen these, you hain't seen nuthin' yet, in unusual and charming colors. The BUDS of Duna and Wasaga! So lovely!

Colorado Sales Tax should be added to each order sent me by Colorado folks. No tax required from other states. Verily, as the Denver Post says, "It's a privilege to live in Colorado!"

Speaking of Colorado, and mountains, that hump you see beyond the Red Phipps field, page 32, is just a little pet we keep in our back yard. The REAL mountains lie farther back and can't be seen from this point.

To see the majestic snowy range, Long's Peak, the glacier—and all points west—we drive out a few miles east.

Last winter I told you about son Everett's cabin way up near timberline, 28 miles from Boulder. I finally got up there myself last August. Grand place to loaf. No mail, no phone, no bill collectors. Cabin on bank of clear, cold, rapid, rollicking, tumbling stream in a heck of a hurry to go places. A mighty mountain peak near by called down, "Come up and see me some time."

Some folks get me all wrong. Because I devote so much of my catalogue space to gardening suggestions, many look to me for further information. Therefore, let me make it clear that I'm not in a position to give additional instruction by letter. Write your state agricultural colleges for booklets, etc. Read farm and garden magazines. Or ask your neighbors. Swap ideas. I'm swamped looking after the many details of this business.

1936 SPRING CATALOG—See Back Cover.

J. D. LONG

Gladiolus Grower

BOULDER - COLORADO

August 30, 1935.

Mrs. Elizabeth Briggs,
Briggs Floral Company,
Encinitas, California.

Dear Glad Friend:-

Congratulations! Your RED PHIPPS won another first prize at the N.E.G.S. show in Boston August 17th.

A Glad must have "that something" to win at a Boston show. Competition is keen. Judges are "hard biled." I've been there. Have judged there. Have inside information. Mr. Stephen B. Jacobs was the winner, with three spikes of Red Phipps.

If all the blue ribbons won by Red Phipps were laid end to end- those won at many of the major shows, such as Century of Progress, A.G.S. at La Porte, Ind., the Michigan state show, and again at Chicago last year-- if all these ribbons were laid end to end-- let's see, where was I? Oh, yes, I was going to say that Red Phipps and blue ribbons made a dandy color scheme.

I wish you could see my plantings of Red Phipps from small bulbs, right now. I had only small bulbs left to plant. All medium and large bulbs sold out last spring.

This planting is on the highway to the Rocky Mountain National Park. Red Phipps is such a dazzling red that I'm afraid it may stop some car so suddenly that tourists will fly through the windshield.

Last night our local Kiwanis club threw a party. Invited the ladies. I cut a lot of Red Phipps for decorating the dining hall where the Kiwanians made merry. And was Red Phipps a riot! The effect was so glowing red that I feared someone looking through the window might think a conflagration had started and call out the fire department.

While the rest of the gang sang a lot of those silly songs I kept checking up on Red Phipps to see if I could find any spikes with less than 6 blooms open. Saw plenty with 7 or 8 open, but few less than 6. And all spikes from small bulbs. What adds to the charm of Red Phipps is unopened buds showing bright red also. Of course the ladies got the Glads when the party broke up.

Denver florists as well as shippers of Glads to many towns within 1000 miles, are strong for Red Phipps. "It's got what it takes" to please the florists and their customers.

You, a hybridizer and introducer of outstanding varieties, deserve special praise for originating two of the most beautiful and useful Glads now in commerce,- RED PHIPPS and MISS GREELEY. Your Miss Greeley virtually gives us W. H. Phipps "out of season" two or three weeks ahead of Phipps schedule, meaning prolonged joy for the Glad fan, and more profit for the commercial cut-flower grower.

Cordially,


J. D. Long.



Looking west towards the foothills, across one of my plots of RED PHIPPS Glads. Only Number 4, 5 and 6 bulbs used in this planting. Thousands of spikes were marketed before photo taken. Yet Red Phipps so floriferous that the patch was suggestive of an old-time Western prairie fire.

THE J. D. LONG SEED COMPANY
Boulder, Colorado

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"That's Me—J.D."

My 1936 Spring Catalogue will be ready around January 20th to 25th. All who have sent me orders the past few years, also you who ask for this catalogue will receive a copy. No charge. **Others are dropped from my mailing list.** But are reinstated if request is made.

HORTI. BUREAU PLANT IND.
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